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ORIGINAL

RELATION AMONG SATISFACTION AND LOYALTY OF THE USERS OF NAUTICAL CAMPS

RELACIÓN ENTRE SATISFACCIÓN Y LEALTAD DE LOS USUARIOS DE CAMPAMENTOS NÁUTICOS

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ABSTRACT

The main objective of this paper is to measure satisfaction and loyalty through the psychological commitment and the word of mouth. We analyzed a total of 350 surveys of the consumer segment realized among 6 and 12 years of age, and in the context of the nautical camps. The measurement of these variables for the subsequent establishment of causal relationships between them, run taking into account the age of consumers, adapting both the conditions of data collection as the vocabulary of the measuring instrument. The results show to psychological commitment as one indicator of satisfaction and the word of mouth as the only valid indicator to measure the behavioural intentions. Between the satisfaction and the word of mouth a positive causal relationship is established.

KEYWORDS: Satisfaction, loyalty, nautical camps

RESUMEN

El objetivo principal de este artículo es medir la satisfacción y la lealtad mediante el compromiso psicológico y el boca / oído. Se analizaron un total de 350 encuestas del segmento de consumidores comprendido entre 6 y 12 años de edad y en el contexto de los campamentos náuticos. La medición de estas variables para el establecimiento posterior de relaciones causales entre ellas, se ejecutó teniendo en cuenta la edad de los consumidores, adaptando tanto las condiciones de la recogida de datos como el vocabulario del instrumento de medida. Los resultados obtenidos hacen referencia al compromiso psicológico como un indicador más de la satisfacción y al boca / oído como el único indicador válido para medir la intención futura. Entre la satisfacción y el boca / oído se establece una relación causal positiva.

PALABRAS CLAVE: Satisfacción, lealtad, campamentos náuticos.

INTRODUCTION

Research in the context of services in consumer segments of school age (from 6 to 12 years) is usually focused on the effects of advertising (Bjorngaard, Andersson, Ose and Hanssen-Bauer, 2008; Robertson, Rossitor and Ward, 1985). While we found researches that deal with concepts such as satisfaction or enjoyment in a tangential way (Wu and Chin 2003), we have not found many studies in which children are asked directly about their satisfaction and loyalty after purchasing services (Chesney, Lindeke, Johnson, Jukkala and Lynch, 2005).

Authors such as James (2001) suggest the need to explore these concepts in order to improve understanding of how and when the satisfaction and loyalty of children are revealed once the consumption process is finished. This way there could be a double benefit: a) managers could benefit from the advantages that resulted from satisfaction and loyalty among this segment of users, extensively researched with adult consumers (Ganesh, Arnold and Reynolds, 2000; Kaczynski and Havitz, 2001; Petrick, Backman and Bixler, 1999; Rust, and Varki Danher, 2000; Tse, 2001; Watts, Witt and King, 2008); b) the basis for maintaining healthy habits must be the satisfaction and loyalty to the activity, hence the need to investigate the causal relationships between satisfaction and loyalty of children towards these consumption situations (Weiss and Smith, 1999).

In research with adults, satisfaction and loyalty have been defined as temporary emotional responses, the result of a cognitive process after consumption. While in satisfaction the emotional response is usually revealed as an unidimensional concept (Borrie, Christensen, Watson, Miller and McCollom, 2002), Loyalty, on the contrary, does it as a variable multidimensional response (Rust et al., 2000). The intention of future and more specifically the psychological commitment or intention to consume again and the word of mouth or the attempt to influence the decision of others are the two dimensions more used to investigate the

concept of loyalty (Alexandris, Dimitridais and Kasiara, 2001, Alexandris, Zahariadis, Tsorbatzoudis and Grouios, 2002; Bloemer, Ruyter and Wetzels, 1999; Kyle, Absher and Graefe, 2002; McMullan, 2005, White and Yu, 2005).

If as we have seen, satisfaction and loyalty as emotional states are transient in adult consumers, it may be expected that these emotional responses are even more unstable in children (Leighn and Jordan, 1984). For this reason some authors have come to question the desirability of investigating the two concepts at this age (Chesney et al., 2005). Authors like Zabriske and McCormick (2003) set the range of 12 to 15 years as the limit beyond which we can consider investigating these concepts. Hence adults are usually the ones to investigate, although the context of school-age consumers has peculiarities that make it unique

In an initial phase adults are responsible for the consumption of that service, for this reason it would seem logical to ask the parents to measure these variables, as Nathan, Thomas, Darig, Magnusson and Hedges (2002) or Nuviala and Casajús (2005) do. But children are the real protagonists of the consumption process and their emotional response will be expressed in the form of satisfaction, desire to continue in the activity and intention to speak well to their friends, which determines the second phase of the consumption process of these services (Chesney et al. 2005).

Specifically for loyalty, works such as James's (2001) show that at the stage of concrete operations children show a loyal behavior which is understood as resistance to change whatever the activity being performed. To Leighn and Jordan (1984) in the range of 6-9 years the child is already able to set short-term strategies or the notion of future intention, be it intention to return or intention to recommend the service to others.

Nathan, et al. (2002) confirm this view by measuring the resistance to change or loyalty in ages ranging from 5 to 11 years, using future intention as the main indicator. The future intention, according to James (2001), at this age requires a will, a consistency in behavior, in short, a resistance to change activities to be considered as such.

We can notice that resistance to change or loyalty are analyzed not only from the perspective of psychological commitment or the consumer's intention to be loyal to that trademark (Miguel, 2002; Park, 1996), but also from the word of mouth perspective which is understood as the intention to influence other consumers on their attitude towards the company (McDougall and Levesque, 2000; Schoefer and enew, 2005). In fact, Chesney, et al. (2005) state that the word of mouth is one of the best indicators of loyalty in these populations. Weis and Smit (1999, 2002), from a perspective of loyalty as an active behavior, turn to a greater effort to keep consuming and to the frequency and duration of the behavior. Without leaving the active dimension of loyalty, Wat, et al. (2008) use the attendance to the event as the main indicator while Alexandris and Kouthouris (2005) speak of psychological commitment and the word of mouth as the best indicators of future intention in this consumer segment.

With regard to satisfaction, Leigh and Jordan (1984) confirm that over 6 years, children are able to differentiate between a satisfactory emotional state and an unsatisfactory one. Children may also reveal an attitude of resistance to change to those activities that cause satisfaction, and are able to set preferences between one activity or another, be it a game, services or sailing lessons. This way they include an affective or emotional component in their consumption decisions, like adults (James, 2001).

We also find similarities with the context of adults when measuring satisfaction. The disconfirmatory paradigm is the most widely used when measuring satisfaction in school age children (Jordan and Leigh, 1984, Robertson et al., 1985). Using this or another paradigm to measure satisfaction is often the subject of much discussion (Cronin and Taylor, 1992; Shonk and Chelladurai, 2008; Stauss, Chojnacki, Decker and Hoffmann, 2001), although when analyzing a consumer segment with limited experience, due to their age, the role of expectations should be considered less relevant than it may be when analyzing adults (Robertson et al., 1985), so the choice of one paradigm or the other would have less relevance in this case.

As for the causal relationships between the two variables in the studies analyzed in populations of school age, we find two major positions. There is research such as Jordan and Leigh's (1984) and Leigh and Jordan's (1984) who defend the existence of a unique concept where satisfaction or future intention are integrated. In fact, these authors use the future intention expressed in terms of behavior to measure satisfaction. Authors like Luna - Arocas and Mundina (1998) or Verkuyten and Thijs (2002) also include the satisfaction as a multidimensional concept, in which post consumer behavior, ie his loyalty is included. This position is minority and the most accepted approach is that which considers these two different variables, as it establishes causal relationships between them. Satisfaction is the main predictor of the future intention in the consumption of services, in populations from 6 to 12 years (Duda and Nicholls, 1992; Weiss and Smith, 1999, 2002). In fact, Watts, et al. (2008) prove the relationship between children's satisfaction and loyalty to extracurricular activities.

In this situation we consider the goals of a) measure the variables of satisfaction and loyalty and from here b) to analyze the causal relationships between satisfaction and loyalty in schoolchildren. Therefore we present the following hypotheses:

Hypothesis H1: A greater satisfaction in nautical camps users causes greater loyalty thereof.

Hypothesis H2: The future intention in consumers 6-12 years can be measured by psychological commitment and word of mouth.

METHOD

Participants

The context of this research is framed within the marine leisure centers. Nautical camps are developed from the months of June through September, and host around 1,200 children, aged between 5 and 14 years. These nautical centers are located on the Mar Menor, an interior sea of the Region of Murcia, where the marine leisure as a touristic product reaches the peak in the summer months.

For field work, two marine leisure centers were chosen among the three private companies that are in the area. Data collection was performed after completion of the camp, the day before leaving the facilities. A total of 350 interviews were conducted and we analyzed the 334 (54.5% boys and 45.5% girls) valid surveys with a sample error of 4.6% and a confidence level of 95%. The major segments of age of the participants were between 8 and 9 (31.3%) and 10 and 11 (32.4%), followed by 6 and 7 (21.3%) and finally 12 years old (15%). Likewise, 57.7% of the participants were participating at that moment in a federated sport.

The sample chosen was the segment between 6 and 12 years, although some authors have done similar research in younger age segments, the research analyzed sets 6 years as the limit at which children understand the concepts of satisfaction and loyalty (Weiss and Smith, 2002).

Instrument

The questionnaire was structured in two blocks, in the first one social-demographic data are collected and in the second the 11 items designed to measure the satisfaction and loyalty of the children are shown. While in infant population visual recognition scales are used, we have chosen to formulate all items by using the Likert scale type 1 (strongly disagree) / 7 (strongly agree) for our work. This scale is the most widely used to measure these variables both in adults (Crompton and Fesenmaier Mackay, 1991; Murray and Howat, 2002, Tomas, Crompton and Scott, 2003, Kim and Kim, 1995) and infant segments (Chesney et al, 2005, Wu and Chin, 2003; Zabriske and McCormick, 2003). The meaning of the scale was the subject of a lengthy explanation with examples, with the intention of making it as understandable as possible by children.

To measure satisfaction we have relied on the work of Oliver (1997), Alexandris, Zahariadis, Tsorbatzoudis and Grouios (2004) and Calabuig, Burillo, Crespo, Mundina and Gallardo (2010), and we adapted these items to the context of marine leisure. By following these authors we have formulated a total of 5 items distributed as follows: a) overall satisfaction, b) attribution of success, c) attribution of failure, d) regret and f) negative impact, with one item each. Like Alexandris and Kouthouris (2005), we have included the figure of

parents as responsible for the decision of their presence in the marine camp in the formulation of the items. To improve understanding of the items we adapted the vocabulary, always avoiding to use the word satisfaction or satisfied. In other works such as Campisi's, James's, Hayward's, Blaser's and Papsin's (2004) and Chesney's, et al. (2005) the term "happy" is used, while authors like Duda and Nicholls (1992) and Robertson et al. (1985) use terms such as "boring", "fun" or "enjoyment" in order to relate it to satisfaction. We initially opted for "happy" in items related to satisfaction (Campisi et al 2004; Chesney, et al 2005).

The future intention as a component of loyalty to service companies has been structured in two major dimensions for subsequent formulation as items. By relying on studies where these variables in similar services are studied, we have adapted the dimension of psychological commitment around a total of 3 items (Scanlan, Simons, Carpenter, Schmidt and Keeler, 1993; Carpenter, Scanlan Simons and Lobel, 1993; Alexandris et al, 2002, 2004; Alexandris and Kouthouris, 2005) to the context of our research.

Moreover, within the future intentions and based on the work of Zeithaml, Berry and Parasuraman (1996); Alexandris, et al. (2001); Alexandris and Kouthouris, (2005), Alexandris, et al. (2002, 2004), we have adapted the second dimension of future intention or word of mouth communication in a total of 3 items. The instrument was initially tested in a pilot study to assess the degree of understanding by children. Difficulties arose in the interpretation of the items related to satisfaction, specifically with the word "happy" (I am happy because I have practiced) and "unhappy" (I am unhappy for sailing). These were modified by the words "I am glad" in the formulation of the items related to satisfaction (I'm glad of having practiced / not glad of sailing). All other items showed no difficulty in understanding. This pilot study with its relevant amendment showed Cronbach alpha 0.78 and a good reliability level for internal consistency (Nunally, 1978). While the change in the formulation of the items from negative to positive would have improved the values of Cronbach alpha and since no problems arose in their understanding, we decided to keep its formulation to ensure greater consistency in the response to the questionnaire.

Procedure

The data collection scenario differed substantially from that of a typical survey. Following Martin and Smith (2002) and Weiss and Smith (2002), data collection was collective. An explanation by way of advance instructions was made before starting and if there was any doubt at that point we explained it again. Once started the survey there always were two interviewers, at end of the room to ensure privacy, and also to solve any doubt in understanding the items. Before the study we asked the people in charge of the centers for permission and for the informed parental consent.

Data Analysis

Data were analyzed by using the statistical packages SPSS 15.0 and EQS. 6.1 (Bentler, 2002), for Windows. The model proposed in the hypotheses regarding the satisfaction and loyalty of users of marine camps was contrasted. We first proceeded to an Exploratory Factorial Analysis (EFA) and confirmatory (CFA) of the measuring instrument, ending with the analysis of the model of causal relationships.

RESULTS

First we analyzed each of the subscales in order to verify that behind every one of them was a single factor, which coincides with the proposed after reviewing the literature. This exploratory factor analysis as a first filter, before proceeding with further analysis was performed. The main components method with varimax rotation (Alexandris and Kouthouris, 2005; Howat, Murray and Crilley, 1999; Martin and Smith, 2002) was used.

The results of the exploratory factorial analysis (see Table 1) indicated that the dimensions around which the questionnaire was structured do match this first analysis when contrasted with the two variables formed by the satisfaction and loyalty structured around the psychological commitment and the word of mouth, that is, 3 factors. On one hand we have the satisfaction and psychological commitment as a first factor and secondly the word of mouth as a second factor. All items could be kept as they have higher factorial loadings than 0.5 which is the recommended minimum value.

As we can see the values relating to the saturation of the indicators of the factors indicate that with the exception of three, most of the items could be kept since they have over 0.60 saturations. The three items that should be removed as they do not exceed this factor are: a) within the concept of satisfaction: Sat 2 and Sat 4 b) within the concept of loyalty: LT_PC3 in its dimension of psychological commitment should be removed as it does not exceed the minimum value of saturation.

With regard to the questionnaire's reliability, the reliability coefficient Cronbach alpha indicates adequate reliability only for the mouth to mouth subscale and for the whole scale, as they are above the recommended minimum of 0.70 (Nunally, 1978). Not so with the other two subscales which are very close to the minimum value but do not manage to exceed it.

Table 1. Results of Exploratory Factorial Analysis and Adjustment Index. Stage 1

Variables	Factor 1	Factor 2	Factor 3
	Factorial Loadings / Saturations λ		
Sat1 (I am glad of having practiced)	0,636 / λ 0,629		
Sat2 (It was not a good idea)	0,838 / λ 0,177		
Sat3 (If I could choose another camp)	0,771 / λ 0,652		
Sat4 (I am not glad of sailing)	0,825 / λ 0,245		
Sat5 (I like my parent's choice)	0,652 / λ 0,739		
LT_PC1 (I would like to come back)	0,809 / λ 0,849	0,320	
LT_PC2 (I want to come back)	0,822 / λ 0,846	0,292	
LT_PC3 (It is going to be a pity to stop going sailing)	0,637 / λ 0,373		
LT_WM1 (I will tell other people to come here)			0,614 / λ 0,788
LT_WM2 (I am going to speak well about the lessons)			0,764 / λ 0,640
LT_WM3 (I am going to encourage my relatives and friends)			0,666 / λ 0,793
Eigenvalue		4,329	
% cumulative variance		62,62%	
Reliability (α of Cronbach)	0,690	0,696	0,741
Reliability full scale		0,830	

Note: Weighting factor $\geq 0,50$. Sat= Satisfaction; LT_PC= Loyalty_Psychological commitment; LT_WM= Loyalty_ Word of mouth; λ = Saturations of Indicators on Factors.*p <0,05

Despite the results of the exploratory factorial analysis and with the intention to refine our measuring instrument as much as possible, in the first stage of the confirmatory factorial analysis we are still considering it as if it was three factors in order to compare the fit indices between the three-factor model (Step 1) and the two-factor model (Stage 2).

When looking at the values relating to the correlation between the factors (see Table 2), we obtain very high values, (above 0.93). This data suggests that there is multicollinearity between the concepts of satisfaction and loyalty in its dimension of psychological commitment and therefore it indicates problems with the proposed structural model of three factors (Garson, 2007).

Table 2. Correlation between the Satisfaction and Loyalty Variables. Stage 1

Correlations	Sat	LTCP	LTWM
Sat	1		
LT_PC	0,935	1	
LT_WM	0,755	0,709	1

Note: Weighting factor $\geq 0,50$. Sat= Satisfaction; LTCP= Loyalty_Psychological commitment; LTWM= Loyalty_ Word of mouth. Stage 1. Three-factor model with 11 items.

In Table 3 we can see that in stage 1, where all items are kept and the model is considered to have three factors, the fit indices do not exceed the minimum values. If we remove the three items, as it was suggested by the saturation values of the indicators and consider the model to have two factors, where satisfaction and psychological commitment are united in a single factor, the fit indices improve considerably. This way, in Stage 2 we can see how the CFI and NNFI indices are set above the reference values (0.90) and SRMR and RMSEA fit indices are below benchmarks (0,05 and 0.08, respectively), which indicates that there is a good fit of the model of two factors and 8 items. Finally, it is possible to verify the chi-squared index as significant.

Table 3. Comparison of the adjustment measures of the scales between the two stages

Measures			
Goodness-of-fit	Recommended Value	Stage 1	Stage 2
ABSOLUTE ADJUSTMENT MEASURES			
Satorra – Bentler χ^2 (g.l.) ^a	*p>0,05;** p>0,01;***p>0,001	1.33,1994 *** (41)	36,80***(19)
SRMR	<0,05	0,087	0,058
RMSEA (90% I.C.) ^b	<0,05<0,08	0,083 (0,067-0,098)	0,053 (0,026-0,079)
INCREMENTAL ADJUSTMENT MEASURES			
Bentler – Bonett non - normed FIT index ²	Próx a 1	0,801	0,944
CFI ²	Próx a 1	0,852	0,962

Note: SRMR= Standardized root mean square residual; I.C= Confidence interval; RMSEA= Root mean square error of approximation .Stage 1 - 3 factors 11 ítems Model. Stage 2 - 2 factors 8 ítems Model. Final Model. ^aRobust; ^bScaled Chi-Square (Yuan-Bentler). *p<0,05; **p<0,01; ***p<0,001.

After the analysis and adaptation of the measurement model, the structural model between satisfaction / psychological commitment and loyalty in its word of mouth dimension was analyzed. The data of Table 4 show good rates of adjustment in the structural model. We can see that NNFI and CFI indices are above 0.90 and the RMESA adjustment index is lower than 0.08 and SRMR is very close to the 0.05 value, which confirms that the model has a good fit.

Table 4. Adjustment Indices of the Structural Model

Measures of goodness of fit	Optimal Value	Structural Model Stage 2
ABSOLUTE ADJUSTMENT MEASURES		
Satorra – Bentler χ^2 (g.l.) ^a	*p>0,05; ** p>0,01; ***p>0,001	36,8011** (19)
SRMR	<0,05	0,058
RMSEA (90% I.C.) ^b	<0,05<.08	0,053 (0,026-0,079)
INCREMENTAL ADJUSTMENT MEASURES		
Bentler – Bonett non - normed FIT index ^b	Próx a 1	0,944
CFI ^b	Próx a 1	0,962

Note: SRMR= Standardized root mean square residual; I.C= Confidence interval; RMSEA= Root mean square error of approximation. Stage 2 model with 2 factors and 8 ítems. Final model.

^aRobust; ^bScaled Chi-Square (Yuan-Bentler).

*p<0,05; **p<0,01; ***p<0,001.

In the standardized solution obtained (see Figure 1), in which we compare the originally proposed model of causal relationships to the one obtained from different processes of refinement of the scales, we verified that the resulting new concept, consisting of satisfaction / psychological commitment, has a significant positive effect on loyalty when loyalty is measured only in terms of mouth to mouth, as the β index is above the 0.20 value which is considered to be the minimum so that the impact can be considered relevant (Chin, 1998 , Rocha, 2007). This factor explains 50% of the variance of the mouth to mouth factor. These results allow us to affirm that satisfaction / psychological commitment have a positive influence on the future intention of marine camps users.

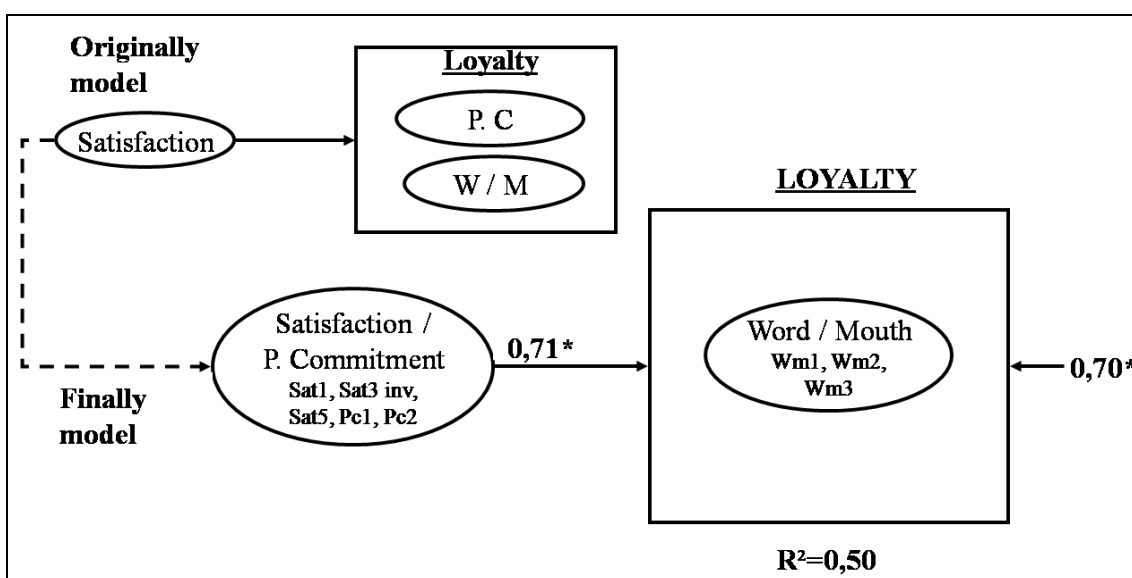


Figure 1. Transition of Models and Structural Model Contrasted. Weighting factor $\geq 0,50$. Sat= Satisfaction. ; PC= Loyalty_Psychological Commitment; W/M= Loyalty_ Word of mouth; Pc= Psychological Commitment; Wm= Loyalty_ Word of mouth.

DISCUSSION

The objective of this research was to measure the variables of satisfaction and loyalty and analyze the causal relationships of these two variables in school-age populations. We proposed a theoretical model in which satisfaction acted as a predictor of loyalty, on the premise that satisfaction is composed of a single dimension, while loyalty was originally defined from the psychological commitment and the mouth to mouth.

After the results we can see, compared to that expressed by authors like Chesney, et al. (2005) or Zabriske and McCormick (2003) who stated that up to 12 years the child is not old enough to understand these questionnaires, if we adapt the vocabulary and we give them some guidelines in advance, it is possible to research the satisfaction and loyalty in similar terms to those from the research carried out in older segments. Children 6 to 12 years in the context of marine camps are not only able to understand a questionnaire related to the concepts of satisfaction and loyalty but also have an emotional response characterized by a state of satisfaction and the intention to continue the consumer activity. Also, as a result of the satisfactory state, they are intended to influence the behavior of others which means that there are causal relationship between satisfaction and loyalty.

Users at these ages have a loyal attitude resulting from its consumption, in other words, they understand the consequences of their consumption. By being able to differentiate between a satisfactory state from an unsatisfactory one, they can act accordingly and influence others. We can see how the dimensionality of the concepts of satisfaction and loyalty differs significantly from the models commonly used in adults. Satisfaction, far from being a unique concept, is shown to us closer to a multidimensional concept, according to the statement by Luna - Arocas and Mundina (1998) and Verkuyten and Thijs (2002). This condition indicates that when measuring satisfaction in these populations, we must include concepts related to involvement or commitment to service, such as the intention to continue such consumption. While we do not believe that we should go as far as including variables related to future behavior, as expressed by Luna - Arocas and Mundina (1998), indicators that collect the commitment to the product should be included if we want to get a better measure of satisfaction.

The dimensionality of the future intention has also been altered from the initial approach. We can not say that the future intention is not multidimensional, but we can state two issues: a) the psychological commitment is not valid to measure future intention. b) the mouth to mouth seems to be a reliable and valid indicator to measure loyalty. Children at this age interpret that the intention of sharing the experience on consumption with relatives or friends is one of the best ways to prove their loyalty to the service.

From a practical standpoint, in addition to presenting a valid tool to measure satisfaction and loyalty, this study can also help managers in water sports centers to consider school-age consumers with the same weight as adults by proving that their satisfaction has consequences. The emotional state of the

child shall be transmitted to the adults, who will be responsible for the following consumption decision. We might say, with the limitations of our sample size, that a satisfied child can lead to a happy father and thus help reduce the perception of risk associated with the purchase of services for their children. The manager in sailing schools can benefit from the advantages of satisfied and loyal users.

Future research will focus on different areas. From the methodological point of view we should complement the questionnaire with pictures or graphics to facilitate understanding of the measurement scale and the different states of satisfaction and loyalty, this way the child can associate better the numerical value of the scale with his affective state. Probably by doing this we will get better results in the psychometric properties of the scale, especially in the reliability of the various subscales. On the other hand we should include open-ended questions where the child narrates his preferences regarding the perception of the service received, this way we can determine what factors influence the experience of the camps.

Research on satisfaction and loyalty are often accompanied, to be considered as a full perception of the service, as the third variable studied. These three variables close the structure of the consumption process. While this research have shed light on the first two variables, future research should aim for a deep analysis of how the child perceives the service and which attributes and dimensions determine his judgment on the quality. We are talking about the perception of the quality of the service and since we at this age playing is an important factor, that perception should be focused on entertaining as a preference for all those services in which kids from 6 to 12 years old get involved. This way we can generate a theoretical model along the lines of the one for adults, where the perception of quality is built from the perception of different recreational attributes of the service consumed. So that we can establish causal relationships between perception of quality, satisfaction and loyalty, from the perception of the internal logic of the activity.

CONCLUSIONS

Regarding the hypotheses posed we can say that Hypothesis 1 was partially confirmed to the extent that we were unable to test the structural model proposed initially. However, we can state that there is a concept composed by satisfaction and psychological commitment that has a positive effect on loyalty or future intention of water camps users. Therefore we can measure the satisfaction and loyalty of schoolchildren consumers by going to them directly. With respect to Hypothesis 2, it was also partially confirmed as loyalty could only be measured by one of the proposed dimensions, (mouth to mouth in this case). We can ensure that the mouth to mouth has seemed to be a good indicator to measure loyalty in customers from 6 to 12 years in nautical camps.

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