



# **II International Congress**

**Interdisciplinarity in Social and Human Sciences**

11th - 12th May 2017

# ***BOOK OF ABSTRACTS***

Research Centre for Spatial and Organizational Dynamics  
University of Algarve, Faro, Portugal

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# TECHNICAL INFORMATION

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## Impact of Service Quality, Brand Image, Perceived Value, Customers' Satisfaction and Behavioural Intentions in the Traditional Retailing in the North of Portugal

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### ABSTRACT

In the service sector mainly in the traditional retailing, customers and the employees are key actors in service interplay. The quality and performance of any service are dependent on customer expectations and the efficiency the company is able to serve its customers. The crucial point of customer satisfaction is to identify the important attributes, considered by customers as their needs and expectations. The purpose of this study is to suggest the adaptation of SERVQUAL in evaluating the perceived quality of service offered by traditional retailing, namely in traditional retail stores in the North Region of Portugal. The proposed conceptual model aims to analyse if: (1) perceived service quality (five dimensions of SERVQUAL) directly contribute to customer satisfaction, customer-perceived value and brand image; (2) brand image and customer-perceived value directly contribute to customer satisfaction; (3) brand image directly contribute to customer-perceived value; (4) customer satisfaction directly influences the intention to return and WOM recommendation (Word-of-Mouth communication intention); and (5) the intention to return has a direct impact on WOM recommendation. This research is of particular interest to the literature on the retailing and to the practitioners, since there are few studies in this field which apply to the Portuguese traditional retailing.

Keywords: Customer Satisfaction, Traditional Retailing, North of Portugal, Service Quality.

## Mobility Patterns of the Elderly in Faro

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### ABSTRACT

The analysis of the mobility patterns of the elderly is developed considering the Faro / Montenegro-Gambelas urban axis and is supported by mobility surveys developed in 2013 within the framework of the research project INLUT - Integration of land use and transport in medium-sized cities, developed by the universities of Trás-os-Montes e Alto Douro, Lisboa and Algarve, and sponsored by the Foundation for Science and Technology.

The 219 elderly respondents (60 years of age or older) carried out 309 trips / day, 29.4 % of which were performed by car (as drivers), 60.5 % on foot, 1.9 % by public transport and 0.6 % by bicycle.

Analysing the patterns of mobility by gender, in the elderly men, 47.3% of the trips were made by car (as drivers) and 50.0 % by foot. In the elderly women, 13.0% of the trips were performed by car (as drivers) and 70.2 % on foot.

Aging is accompanied by biological, psychological and social changes in the elderly, which has implications for their functional and motor capacity. Probability it is accompanied by changes in the mode of travel.

The main goal of this paper is to analyze whether elderly mobility patterns change with aging, focusing the study on the age groups of 60-64 years, 65-69 years, 70-74 years, 75-79 years, and the elderly with age equal or greater than 80 years.

The results indicate a substantial change in the mode of travel, especially from the age of 75 years old, with an increase in walking.

Keywords: Elderly, Aging, Mobility, Walking.