



A STUDY ON IMPACT OF CUSTOMER SATISFACTION ON BRAND LOYALTY

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Introduction:

Customer satisfaction and brand loyalty is an emerging phenomenon and it is considering a vital issue for which the business firms are very sensitive. The main objective behind to the improvement and also to see the consumer purchasing behavior which is very important to the Company's performance and to maintain sustainable growth in a highly competitive World. The concept of brand loyalty is very vital role due to its importance in the business performance and benefits for an organization.

Statement of the Problem:

Customer satisfaction and brand loyalty have been addressed as marketing goals for many companies. Marketing professionals consider brand loyalty to be a multidimensional Phenomenon. The following question was raised in the minds of the researcher.

- ✓ How brand loyalties affect the customer satisfaction?

Review of Literature:

Oliver (1996) in his study found that the Customer satisfaction strategy has built a great deal of consideration during the past decades. Therefore, satisfaction is in reality probably the most unassailable concepts of the modern management field. Not simply does the idea of satisfying

Customers have a good, common-sense appeal, it can be also believed that customer satisfaction would lead towards loyalty, resulting in to increase higher profit gain.

Reichheld (1996) in his study found that during the 1990s, there was a popular realization that satisfaction ratings have been in actual fact a means for attaining strategic purposes, such as customer retention which is considered to affect companies' profits directly. Now the companies are focusing to increase satisfaction strategy because satisfied customers have higher chances to repurchase the same product.

Objectives of the Study:

The following objectives have been framed to find answer for the above questions raised by the researcher:

- ✓ To study the socio-economic profile of the selected consumers.
- ✓ To study the impact of customer satisfaction on brand loyalty.

Methodology:

Data and Sampling:

The data utilized for the study is primary in nature. Primary data have been collected from the sample of 50 consumers in Pollachi taluk. Convenient sampling is adopted in this study. Simple percentage is applied to find the impact of brand loyalty among the consumer.

Profile of the Consumers:

In Pollachi taluk there are 50 consumers were taken for this study by adopting convenient sampling method. The demographic factors of consumers include variables such as age, gender, marital status, educational qualification, occupation, type of family, number of members and monthly income. It is presented in table 1.1.

Table 1: Personal Profile

Particulars	Numbers	Percentage
Age		
Up to 20 years	25	50.00
20-30 years	10	20.00
Above 30 years	15	30.00
Gender		
Female	50	100.00
Marital status		
Married	20	40.00
Unmarried	30	60.00
Educational Qualification		
Up to School level	10	20.00
Under graduate	30	60.00
Diploma	10	20.00
Occupation		
Student	15	30.00
Employer	20	40.00
Business	15	30.00
Type of family		
Joint family	40	80.00
Nuclear family	10	20.00
Number of members		
Up to 3 members	10	20.00
3-6 members	25	50.00
6 and above	15	30.00
Monthly income (Rs.)		
Up to Rs.15000	10	20.00
Rs.15001 - Rs. 20000	25	50.00
Above Rs. 20000	15	30.00
Customers Satisfaction		
Yes	60	60.00
No	40	40.00

Table 5.2 clearly explain that majority of the respondents (50.00%) are belonging to the age group up to 20 years, All the consumers (100.00 %) are female, majority of the consumers (60.00%) are unmarried, most of the consumers (60.00%) are under graduates. Majority of the women consumers (40.00%) are employed in both public and private sector, majority of the consumers (80.00%) are in joint family, most of the consumers (50.00%) family having 3-6 members and majority of the consumers (50.00%) monthly income between Rs.15001 – Rs.20000. Majority of the consumers(60.00%) are satisfied with the branded products.

Findings, Suggestions and Conclusion:

The various findings of the study are given in the following:

- ✓ Majority of the respondents (50.00%) are belonging to the age group up to 20 years,
- ✓ All the consumers (100.00 %) are female,
- ✓ Majority of the consumers (60.00%) are single,
- ✓ Most of the consumers (60.00%) are under graduates.
- ✓ Majority of the consumers (40.00%) are employed in both public and private sector.
- ✓ Majority of the consumers (80.00%) are in joint family.
- ✓ Most of the consumers (50.00%) family having 3-6 members and

- ✓ Majority of the consumers (50.00%) monthly income between Rs.15001 – Rs.20000.
- ✓ Majority of the consumers (60.00%) are satisfied with the branded products.

Suggestions of the Study:

Based on the findings of the study and the opinion expressed by the women consumers the following suggestions are given:

- ✓ Customer satisfaction companies should understand customer-specific needs, provide good quality products.
- ✓ Handle the customer complaints or problems in a friendly manner.
- ✓ Perceived good product performance is a key driver of brand loyalty and also significantly influences customer satisfaction.

Conclusion:

Brand loyalty can be generated through improving customer satisfaction and offering high brand value. Brand performance has significant positive relation with customer satisfactions in home appliances. The survey result shows that 60 percent customer has satisfied on the basis of brand performance. Brand performance is the fundamental inspiration factor for the consumer satisfaction which is considered as a positive position while purchasing products which relates to customer satisfaction and brand reputation is important antecedents for intended loyalty.

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