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IMPACT OF CUSTOMER SATISFACATION ON BRAND LOYALTY IN DURABLE GOODS

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ABSTRACT

Customer satisfaction has been acknowledged as a captious factor of brand loyalty. Especially in durable goods context where purchase decisions are active involvement and long term. Customer satisfaction is a predictor of brand loyalty. This research identifies the relationship between customer satisfaction and brand loyalty in durable goods. Purchasing decision of durable goods involved high engagement and forecasting of quality for long term. This study gives a clear understanding of the key drivers to influence the purchase decisions of durable goods. Key drivers refers to post purchase engagement, deep emotional connection, reliability and brand reputation. Reliability and durability play a major role while purchasing a product. The scope of the study is understanding the relationship of brand loyalty and customer satisfaction to get a competitive edge for businesses. For analysing the impact of customer satisfaction Correlation and Regression statistical tools are used in this research. Both primary and secondary data is collected and sampling technique is convenience sampling method is used in this study. This study clarifies the significant difference of brand loyalty among customers in different satisfaction levels. For this measurement ANOVA analysis is used. The main purpose of this study is to find out the impact of customer satisfaction on brand loyalty in durable goods with some key influencing factors.

Keywords:customer satisfaction, brand loyalty, purchase decisions, reliability.

I. INTRODUCTION

Universally, brand loyalty has a positive and strong relationship with customer satisfaction. To build brand loyalty, customer satisfaction provides the foundation to increase sales. It leads customers to repeatedly choose that particular brand. The choice of brand comes from the fulfilment of expectations and the emotional bond of the customers. In recent days,

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customer satisfaction with brand loyalty is a rising trend. Indian consumers have started to embrace retail transformation, which has attracted a lot of interest from global brands and formats (Suhartano, 2011). While considering brand loyalty, it allows consistent brand preference by customers while denying other brands. Brand performance is also related to customer satisfaction, and it is the main factor in consumers' minds at the time of creating a tendency of choice toward particular products and services (Dr. Abdul Hafoor, 2017).

Customer satisfaction is the key to creating brand loyalty. When people are satisfied with the price, quality, and other elements of a product, they continuously purchase that particular product. The purpose of the study is to give a picture of the relationship between brand loyalty and customer satisfaction. There are some direct factors that influence customer satisfaction toward brand loyalty. Factors like brand reputation, customer service, and brand quality play a major role in building brand loyalty.

Customer satisfaction is an important key to driving brand loyalty, which means only the happiest customers buy again and again and recommend the brand. Customer satisfaction begins when expectations are fulfilled by a product. In India, customer satisfaction is a strategy for maintaining brand reputation, which is a major consideration. Therefore, satisfaction is indispensable in the current management field (Oliver, 1996).

II. LITERATURE REVIEW

This study includes factors such as influence from parents, friends, peer product approval, and peer store approval (ParomitaGoswami, 2016). Other factors include brand consciousness and the need for good quality (PG, 2016).

To estimate the outcome of customer satisfaction and customer trust, loyalty is directly affected by switching barriers (Serkhan Aydin, 2015). This study elaborates the significance of demographic variables that impact brand switching. It also points out the relevant aspects of switching from one service provider to another (Shibashin&Chakraborthy, 2014).

Consumer satisfaction from service quality of stores helps customers remain loyal. Service quality acts as a key to increase consumer value and ensure customer satisfaction in a competitive world (SuhhasiniKaul, 2015). One more study reflects satisfaction as a dependent variable and independent variables as quality, loyalty, and cost of product, which have a beneficial effect (Suhartanto, 2011).

In this research, quality, service, price, and loyalty are independent variables and

customer satisfaction is the dependent variable that has a positive effect (Grace &Ocasi, 2005). Consumer satisfaction is a key marketing tool to help in meeting consumers' expectations and the company's needs (GonicaVerma).

Based on the brand image and price set by the organization, brand loyalty varies. Brand image and price are favorably connected to brand loyalty. The level of customer satisfaction must be known by managers. When understanding customer loyalty, the brand image must be created in the minds of consumers.

The factors influencing brand loyalty toward durable goods are brand awareness, perceived quality, and brand image. Brand loyalty has an impact on it (Bilal Mohamed Eneizan).

Therefore, the present study aims to identify demographic factors influencing customer satisfaction and brand loyalty toward durable goods with an understanding of the relationship between customer satisfaction and brand loyalty. This research provides the relationship between customer satisfaction and its impact on brand loyalty with specification in selected durable goods.

III. STATEMENT OF PROBLEM

Customer satisfaction is a scale of how the brand meets customer expectations. A higher level of satisfaction has a direct connection to brand loyalty. Mismatched expectations play a crucial role in building brand loyalty. Negative reviews are critical. Negative feedback easily destroys trust.Consumer satisfaction is known as fundamental factor of brand loyalty.Businesses consider customer's happiness to make sure consistency in purchase.But real life consumer behaviour says that satisfaction does not change into loyalty.Sometimes consumers may be influenced by low price and promotional offers of other brands.There is no clear understanding of the aspects of satisfaction that influence the consumers.Aspects reflects the customer service,product quality and overall experience.

• Objectives

1.To understand the relationship between customer satisfaction and brand loyalty toward durable goods.

2.To examine the impact of customer satisfaction on brand loyalty in specified durable goods.

3.To find out the key drivers of customer satisfaction with brand loyalty in durable goods.

- **Scope**

1.This study provides an understanding of customer satisfaction and brand loyalty with generalizability.

2.The survey and analysis give reliable results.

3.This study informs businesses to gain a competitive edge.

- **Limitations**

1.The study is limited to 100 respondents in different locations.

2.This research focuses on a specific industry.

IV. RESEARCH METHODOLOGY

This study uses a descriptive research design which employs the survey method to collect primary data. Secondary data are collected from journals and articles in ResearchGate and Scopus websites. The sampling method used is convenience sampling. A structured questionnaire is used to collect data. To determine the brand loyalty differs across levels of customer satisfaction the statistical technique of ANOVA is employed in this study. To test relationship between customer satisfaction and brand loyalty pearson correlation coefficient is used in this research.

H0:There is no significant difference in brand loyalty among customers with different levels of satisfaction

H1:There is significant difference in brand loyalty among customers with different levels of satisfaction

Source of variation	Sum of squares	Df	Mean square	F	p-value
Between groups	27.84	2	13.92	62.18	<0.001
Within groups	21.72	97	0.224		
Total	49.56	99			

Source:primary data

The result is statistically significant since $p<0.05$. Therefore accept the H1 hypotheses.

There is a significant difference in brand loyalty among customers with different levels of satisfaction.

H0: There is no significant relationship between customer satisfaction and brand loyalty.

H2: There is a significant relationshipbetween customer satisfaction and brand loyalty

Variable	Mean	Std.deviation	N
Customer satisfaction	3.85	0.62	100
Brand loyalty	3.78	0.68	100

Source: primary data

	Customer satisfaction	Brand loyalty
Customers satisfaction	1	0.720
Sig.(2 tailed)		0.000
N	100	100
Brand loyalty	0.720	1
Sig.(2tailed)	0.000	
N	100	100

Source: primary data

Since the p<0.01, reject the null hypotheses.

The table indicates a strong and positive relationship between satisfaction and brand loyalty. If customer satisfaction increases, brand loyalty will also increase.

H0:Customer satisfaction does not predict brand loyalty.

H3:Customer satisfaction predicts the brand loyalty

Model	**Sum of square**	**Df**	**Mean square**
Regression	23.45	1	23.45
Residual	21.65	98	0.221
Total	45.10	99	

Source:primary data

The regression model is statistically significant because the p <0.001.

Model	**Unstandardised B**	**Std.error**	**Standardised B**	**t**	**Sig**
Constant	0.98	0.28	-	3.50	0.001
Customer satisfaction	0.73	0.07	0.720	10.31	0.000

- **Source: primary data**

The constant means the predicted value of brand loyalty while customer satisfaction is zero.

The regression co-efficient indicates that increase of every unit in customer satisfaction ,brand loyalty will also increase.

The standardised beta assures the positive effect. So, reject the null hypotheses.

Customer satisfaction predicts the brand loyalty.

V. DISCUSSION

Customer satisfaction is a predictor of brand loyalty. Because it has a strong and positive relationship that represents the increase of customer satisfaction will impact the increase of brand loyalty.

Key drivers include trust,continuous performance,High product quality.Most of the consumers prioritize durability and reliability for long term investments.And other factors consist the following:

Deep Emotional connections

Customer service after purchase

Brand Reputation which raise repeat purchase and recommendations by word of mouths.

Reliability

The basic influencing factor is brand loyalty.Consumers expect the products which are durable and dependable.It leads to performance expectations over time.

Brand Reputation

Consumers often trust the history of brand and they have an image to make sure in security for long term investments.

Emotional connection

Brand identity begins with emotional connection.Consumers have an strong emotional bond with brand.These brands aligned with personal values of consumers.It leads to belonging sense of consumers which fosters the brand loyalty.

Consistency

To avoid switch to competitors.Brands must deliver consistent experience to build dependability.continuous consumer service helps to build brand loyalty.

Money value

Consumers have a note to know the balance between price and quality.Brands must give the worth of money feel in the context of durable goods.

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