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Relationship between Customers' Satisfaction and Brand Loyalty in Big bazaar Apparel

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Abstract

Brand loyalty is a vital and end result of marketing programmes, sales initiatives and product development efforts. On the middle of every a hit brand is a nucleus of loyal customers. Those "genuine believers" understand the brand higher, purchase extra often and suggest the brand to others. Loyal customers are the strength in this VUCA world. Beyond the margin they generate, loyal customers provide the idea for brand improvement and development. The brand that loses its loyal customers are vulnerable to market forces. For this reason they need to be observed and supposed to understand the level of brand loyalty. An attempt is made to study the level of apparels brand loyalty of Big Bazaar, Chennai. Descriptive research layout with convenience sampling method have been used in this examine.

Key words: Brand loyalty, customers, apparels, Big Bazaar.

Introduction:

Brand loyalty is a crucial goal and result of successful marketing programmes, sales initiatives and product development efforts. At the core of every successful brand is a nucleus of loyal customers. These" true believers" understand the brand better, purchase more often and recommend the brand to others.

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Loyal customers can be and should be the foundation for marketing strategy. Beyond the profit they generate, loyal customers provide the basis for brand development and improvement. The brand that loses sight of its loyal customers has lost its direction, and is vulnerable to losing market share.

As a brand's percentage of loyal customers goes up, market share increases and the brand becomes more profitable. Share rises because those customers who become repeat purchasers are no longer lost to the competition. In addition, repeat customers are more profitable than new customers - attracting new customers involves investing for more marketing and promotional funds.

To some extent, brand loyalty is being developed and managed by all successful brands. But in many cases loyalty itself is considered simply the result of well executed marketing programmes. The best way to achieve greater brand loyalty is by managing the brand loyalty process.

This involves measuring the drivers of brand loyalty, selecting high impact loyalty improvement projects, and quickly carrying them out.

Research Works Reviewed:

International

Jonathan, Lee , Janghyuk, Lee and Lawrence, Feick, (2015) analyzed that moderating role of switching costs in the customer satisfaction-loyalty link; and to identify customer segments and to retain them. Thus the purposes of this paper are: to examine the moderating role of switching costs in the customer satisfaction-loyalty link; and to identify customersegmentsandthenanalyzetheheterogeneityinthesatisfaction-loyalty link among the different segments. An empirical example based on the mobile phone service market in France indicates support for the moderating role of switching costs. Managerial implications of the results are discussed.

Kurt Matzler, Sonja Bidmon, Sonja Grabner-Kräuter, (2016) explore the relationship among two personality traits (extraversion and openness), hedonic value, brand affect and loyalty. It argues that individual differences account for differences in the values sought by the consumer and in the formation of brand affect and loyalty. It was found that extraversion and openness are positively related to hedonic product value and that the personality traits directly (openness) and indirectly (extraversion, via hedonic value) influence brand affect which in turn drives attitudinal and purchase loyalty.

Malliswari M. (2017) indicated that Indian consumer is now sowing the seeds for an excitingretailtransformationthattheyalreadystartedbringinginlargerinterestfrominternationalbr ands/formats.Withtheadventoftheseplayers,the race is on top lease the Indian customer and it's time for the Indian customer sits back and enjoys the hospitality to be integrated like a king.

ParomitaGoswami (2016) conducted a study on how college students in urban areas shopped for apparels. The factors investigated for the study were brand conscious and needed variety and best quality for their apparel purchase. Furthermore, parents influence their purchase behavior the most, followed by peer store approval, friends' influence and peer product influence.

SerkanAydin, GökhanÖzer, ÖmerArasil, (2015) had focused on to measure the effects of customer satisfaction and trust on customer loyalty, and the direct and indirect effect of "switching cost" on customer loyalty. The findings of this study show that the switching cost factor directly affects loyalty, and has a moderator effect on both customer satisfaction and trust.

Shibashish, Chakraborty and Kalyan Sengupta (2014) endeavors to make a detailed study on import ant demographic variables of customers affecting brand switching of customers. This study will highlight pertinent aspects of prediction of switching proclivity of customers from one service provider to another.

Subhashini Kaul (2015) concluded that consumers satisfied with the store's service quality are most likely to remain loyal. Service quality is being increasingly perceived as a tool to increase value for the consumer, as a means of positioning in a competitive environment to ensure consumer satisfaction, retention and patronage.

Sinha (2014) reports that Indian Shoppers seek emotional value more than the functional value of shopping. Their orientation is based more on the entertainment value than on the functional value. The orientation is found to be affected primarily by the type of store, the frequency of buying and to some extent by the socio-economic classification. The retailers need to experiment with a format that attracts both types of shoppers. Research suggests that beauty consciousness among people in general is changing.

Objectives of the Study

1. To study the relationship between the customers' satisfaction level of apparels of bigbazaar.
2. To study the impacts of changes in other brands (price of which may be less than, equal to or more than the price of their favourite brand) on the brand loyalty of customers.
3. To study the importance variables of brand loyalty that customers attachment to various attributes (price, trend, quality, etc.) while buying apparels.

Research Methodology

Descriptive research describes the present state of affairs as it exists without having any control over variables. The sampling used in the study is convenience sampling.

Data collection and Sample Design

We collected data through a structured questionnaire. Survey method of data collection was used in this study. Collections of data include both primary and secondary data. The study is exclusively done in the area of Chennai reason.

Data Analysis and Interpretation

ONE WAY ANOVA

Income level Vs continue using the Brand if price increases

Alternate Hypothesis (H1)

There is a positive **associationbetweenincomelevelvscontinuethisbrandIfpriceIncreases.**

4.3.1 Table Showing One Way anova test of Income level vs continue This brand if price increases.

ANOVA

Continue this brand if price increases

Category	Sum of Squares	df	Mean Square	F	Sig
Between Groups	24.928	4	6.232	3.707	.007
Within Groups	243.746	145	1.681		
Total	268.673	149			

Degree of freedom (4,145) Level of significance 0.05 P value 0.007

Hence P value is lesser than0.05. So, alternative hypothesis is accepted

INFERENCE:

There is a significant association between Income level versus continuing the brand if price increases.

Findings of the Study

- It is found that most of the respondents are Male followed by Female.
- It is found that most of the respondents are Single followed by Married.
- It is found that most of the respondents are age of less than25 Followed by 25to 35.
- ItisfoundthatmostoftherespondentsareundergraduateFollowedbypostgraduateandhigher secondary.
- It is found that most of the respondents are private employees followed by government employees and business.
- It is found that most of the respondents are earning30000-40000and 20000-30000.
- It is found that most of the bigbazaar customers are from1-3 years followed by 6 months to 1year.
- It is found that most of the respondents are visiting bigbazaar monthly followed by weekly.
- It is found that most of the respondents spend 3000-5000 in a visit to big bazaar followed by1000-3000.
- It is found that most of the respondents feels pricing of big bazaar is somewhat lower followed by somewhat higher.
- It is found that most of the respondents feels quality of big bazaar clothing is much better followed by somewhat better.
- It is found that most of the respondents meet their needs extremely well followed by very well.
- It is found that 39% of the respondents says strongly agree and 24% of the respondents agree with regards to High quality of services.
- It is found that 38.7% of the respondents says strongly agree and 25% of the respondents agree with regards to reasonable pricing.
- It is found that 39.3% of the respondents says strongly agree and 25% of the respondents agree with regards to Quality of clothing is high.
- It is found that 38.7% of the respondents says strongly agree and2 4.6% of the respondents agree with regards to willingness store commend.

- It is found that 40% of the respondents says strongly agree and 24% of the respondents agree with regards to continue this brand if price increases.
- It is found that 39% of the respondents says strongly agree and 24% of the respondents agree with regards to willingness continue this brand in future.
- It is found that 38.6% of the respondents strongly agree and 24% of the respondents agree with regards to will wait for FBB, if not available.
- It is found that 38.7% of the respondents says strongly agree and 24% of the respondents agree with regards to Will prefer FBB, irrespective of the offers by other brands.
- It is found that 38.7% of the respondents strongly agree and 25% of the respondents agree with regards to preference of FBB brands over other brands, irrespective of the brand endorsements, advertisements by other brands.
- It is found that 39.3% of the respondents strongly agree and 24% of the respondents agree with regards to quality offer.
- It is found that 9.3% of the respondents strongly agree and 24.6% of the respondents agree with regards to value for money.
- It is found that 38.7% of the respondents strongly agree an d25.3% of the respondents agree with regards to variety of colors available at FBB stores.
- It is found that 38.7% of the respondents says strongly agree and 24.6% of the respondents says agree with regards to variety of designs at FBB stores.
- It is found that 38.7% of the respondents says strongly agree and 25.3% of the respondents says agree with regards to availability of stock at any time at FBB stores.
- It is found that 39.3% of the respondents strongly agree and 24% of the respondents agree with regards to services rendered by sales person.
- It is found that 9.3% of the respondents strongly agree and 24.7% of the respondents agree with regards to services rendered by sales person.
- It is found that 9.3% of the respondents strongly agree and 24.7% of the respondents agree with regards to offers and discounts available at FBB stores.

- It is found that 8.7% of the respondents strongly agree and 24.7% of the respondents agree with regards to billing waiting time at FBB.
- It is found that 39.3% of the respondents strongly agree and 24% of the respondents agree with regards to responses to customer complaints.

Conclusion:

All the objectives set for the study as indicated in the study we are achieved. The study was done with the help of a questionnaire which helped to find out the customer's loyalty on brand in Big Bazaar apparel. The research design used here are descriptive research. The statistical tool used in the study are, percentage analysis, one way anova, T-test, chi square test. This study provides empirical evidence on the relationship among consumer brand satisfaction with various elements of brand attributes and brand loyalty in Big Bazaar apparel. This study also attempt to determine the moderating role of gender on the relationship that consumer brand satisfaction and brand loyalty. To achieve the above mentioned research objectives, the study proposed six hypotheses and empirically examined them. Findings of the study suggest a significant impact of consumer brand satisfaction on brand loyalty. The study also confirmed that gender acts as a moderator in the relationship that consumer brand satisfaction and brand loyalty.

From the study it is found that most of the respondents are loyal with the apparel of Big Bazaar. With the help of this study Big Bazaar can increase their quality of services which may result in increase in activity relationship with their current customers as well as entry of new customers into their company.

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