

A STUDY ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY IN MARKET SERVICES

Dr. Rakesh Ramteke

Assistant Professor

Sau. Leena Kishor Mamidwar Institute of Management Studies & Research,
Kosara-Chandrapur.

Abstract

The very purpose of this study is to emphasize the relevance of satisfaction, contentment; joy and the delight which every possible customer seeks when indulge in a brand. Investment of a customer into a brand is priceless but the challenges which an individual has to encounter aren't a jack's play. Selling and marketing is always a concern matter of debate but the ultimate goal of any of those activities is to accomplish satisfaction following customer retention. Loyalty isn't just a heavy word the persistent practice of bring back of the customer over and over again isn't a small job. Loyalty is certainly closely related with the foundation stone of satisfaction. Customer satisfaction encompasses factors likely affective response, perceived value, fulfilling important needs, and few metrics as well. Whereas other ways customer loyalty is a marketing approach that realizes and rewards customers who purchases or engage in brand on recurring basis. Truly, both are customer oriented and goal centric. Still striving this pathway is a contemporary issue for possibly every leading and growing brand. The concerns of satisfaction and loyalty are more of due care for start-up and under developing brands as the key critical areas of growth are vested on these two factors. Rightly said the debate among satisfaction and loyalty is as silly as beating around the bush. . Customers are the link to a business success. A business organization should focus on a huge number of customers, for this customer satisfaction and loyalty should be incorporated along the long-term goals. This thesis was implemented to an analysing the relationship between customer satisfaction and customer relationship. The objective of this research is to study the concept of customer satisfaction, customer loyalty and its relationship. Today the loyalty issues probe in more with regards to service quality as well as intangibility is major drawback. while driving the customer to desk and engaging with them through services rendered are very effective if channelized and maintained promptly only. The relationship with the customer determined all those possible aspects where your brand expects to reach, and loyalty is cheery on top to add value as well as competitive advantage over the years of existence striving the heat of the market and sustaining and flourishing in such constrained environment. The relationship of a brand and customer is as an infant the more you care and nourish, bring more positive target at your place for your product no matter at what price.

Keywords: Customer Satisfaction, Customer Loyalty, Marketing, Relationship, Service Quality, Value



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OBJECTIVES

- To study is a deep insight into the understanding of expectations and requirements of your customers
- To Determine and developing product standards to satisfy customer and accomplish loyalty over a time period
- To Examining trends over time in order to take action on timely basis.
- To study focus on maintaining, gaining, wining and retention of customers by emphasizing loyalty following satisfaction
- To manifest how willing a customer is to engage with and repeatedly purchase from your brand versus the competitors
- To insist on extravagant focus on soliciting the customer feedback as well.

INTRODUCTION

Every business organization`s success depends on the satisfaction of the customers and also keeping your existing customers happy should be a priority. Customer satisfaction is important because it hugely increases the chances of a customer returning to do more business. Loyalty from a customer won`t come easy if you are not focused on pleasing your base. Satisfaction which a customer derives is also a measurement that determines how well a company`s products or services meet customer expectations. It`s one of the most vital indicators of purchase intentions and loyalty. It reflects the business revenue.

Why customer satisfaction important?

- 1- Repeat customers
- 2- Competition differentiator
- 3- Reduces customer churn
- 4- Decrease negative word of mouth
- 5- Cost effective
- 6- Support growth
- 7- Sales revenue
- 8- Boost brand reputation and popularity
- 9- Reduces marketing expenses
- 10- Healthy rapport building

To maximize the customer satisfaction companies should sell ideas and methods after the completion with all the necessary documents. As for example, customers will buy a car after taking a closer look at it such as how is the engine, what is its model, how many kilometers it has been traveling, and is there any cracks or not. Therefore, they do not feel disappointed after purchasing it.

- **ALTERNATE FACTORS WHICH INFLUENCE CUSTOMER SATISFACTION RELATE TO-**
a. Accessibility b. Empathy c. Language d. response time e. convenience f. simplify g. quality

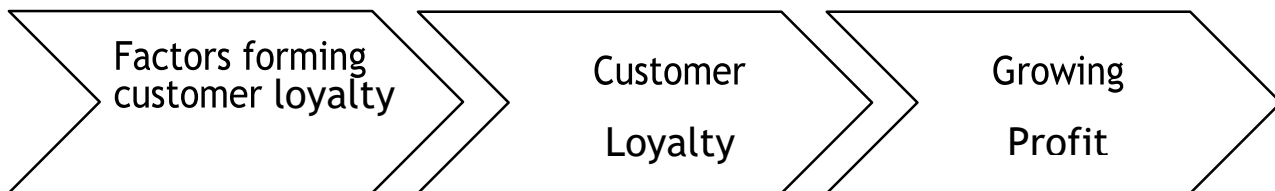
Why customer loyalty so critical?

- 1) collect valuable data and enhances customer experience

- 2) maximize brand advocacy
- 3) customer preferences
- 4) Referral schemes

Customer loyalty can be embraced for your business in many ways. It makes sure that the customer feel appreciated, as well as encourage them to come back to your business again and again. With the data you gain you can refine your marketing strategies and tailor your loyalty program even more.

. “Customer loyalty is viewed as the strength of the relationship between an individual’s relative attitude and re-patronage. Although customer satisfaction is a crucial part of a business, satisfaction alone cannot take a business to a top level. Customer satisfaction produces a positive financial result, especially in regular purchases. Today’s unforgiving market where creating and maintaining customer loyalty is more complex than it used to be in the past years. This is because of technological breakthrough and widespread of the internet uses. Loyalty building requires the company to focus the value of its product and services and to show that it is interested to fulfill the desire or build the relationship with customers.



STRATEGY OF INCREASING CUSTOMER SATISFACTION –

20 actionable tips on how to improve customer satisfaction levels-

- Pay individual attention to all customers
- Provide proactive customer service
- Set clearly defined expectations and surpass them
- Personalize communications with customers
- Provide Omni channel support
- Provide self-help options to customers
- Ensure 24/7 support
- Regularly check customer satisfaction levels.
- Encourage customers to give feedback
- Rely on both positive and negative feedback
- Share feedback with your team
- Act on negative feedback
- Develop a strong customer service community
- Empower your team to help customers
- Provide quick responses
- Appreciate and reward loyal customers
- Ensure your team are experts on your products
- Provide high quality service
- Offer free shipping and discounts
- Use technology to measure employee performance.

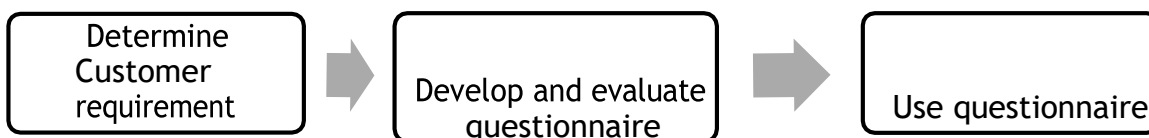
STRATEGY OF INCREASING CUSTOMER LOYALTY- 20 actionable to aid your customer loyalty :

- Be clear on your top core values
- Always be honest and transparent
- Keep to your words and be spontaneous
- Under promise and over deliver
- Build your brands authority in your industry
- Make exceptional customer service part of your brand
- Go above and beyond to make customers feel welcome
- Treat customers the way they want to be treated
- Ask for- and abide by- their communication preferences

- Streamline communication between your team and customers
- Treat your existing customers as well as your new ones
- Treat your employees even better than you treat your customers
- Break your own rules when necessary
- Train every team member to provide exceptional service
- Be positive , even with unhappy customer
- Ask customers for feedback throughout the sales cycle
- Make the most of the technology
- Provide additional value for free

Research Method

There has been an increasing competition on a company's competency to provide high-quality service. Research is one of the greatest tools to succeed in a competition. Research is an integral part of any business either for a profitable or non-profitable organization. In other words, it's a way to gather evidence for an organization. Research is one of the ways of collecting accurate sound and reliable information about the effectiveness of interventions, by providing the effectiveness evidence. As service providers and professionals, use techniques and procedures built by research methodologists to consolidate, improve, develop, refine and advance clinical aspects of practice to serve clients better.



Questionnaire Design

A general model for the development and use of customer satisfaction questionnaire

The heart of a survey is its questionnaire. Before designing a questionnaire, it is important to determine the customer’s requirements and the expectation from service. Knowledge of the customer requirement is essential because it provides a better understanding of the way that customer define the quality of service and products. If customer requirements can be recognized, then it's easier to know how to satisfy the customer. Secondly knowledge of customer requirement will facilitate the development of the customer satisfaction questionnaire. After a deep study of customer requirements, the second process is to develop the questionnaire. This step includes many specific components. The ultimate goal of this is to develop a questionnaire that allows the assessment of specific information about the customer’s perception. The specific information should be corresponding to customers’ requirement.

Interviews

Another method in the study is the interview that is done to obtain various perspectives on the research work.

Interviews give a new insight into a social phenomenon to reflect and reason on a variety of subjects in a different way. (Folkestad 2008.) Interviews can be conducted in various ways like face-to-face interview, telephone interview, computer assisted and so on. If the interview is conducted well it can be the great source about the issues. Consequently, conducting interviews does not only provide with insights into a matter, but also can suggest sources of corroboratory or contrary evidence (Yin 1994). Since the interviews were the primary technique of the data collection, it was therefore very important to be mindful of the data analysis in the earlier stages. Therefore, the author of this thesis has chosen this method as it matches the study of the research work.

You are kindly invited to take a part in this survey. Here, you will be asked questions about the services provided to you (customers) by Xyz ltd. Response to this survey are voluntary

SUGGESTIONS

- To reduce the product price so that price doesn't easily switch to other brands.
- The provide offer, discounts, gifts, lucky draw.
- The warranty and guarantee can be provided.
- Timely follow-up
- No cost on repairs for lifetime if buys are from your brands.
- Timely surveys and feedbacks and grievance teams established to escalate the issues promptly.
- Smart buy cards to be availed with periodic seasonal touch for most demanded products.
- Detailed interest in customer value and relationship maintenance.
- Nearby communication centers where appeals for improvements can be encouraged.
- Best buyer of the year contest for LMP (loyalty management program)
- Financial aid to big buy on product or services with less interest rates and the list goes on.....

CONCLUSION

The findings concluded that customer service was also a vital factor of customers overall satisfaction and retention rate and when such happens it forms a base for business revenue. Losing on customers takes a huge toll on your business and customer churn numbers as well. Four key metrics to keep revisiting, guiding your product, service, and business development are-

- a. Customer satisfaction score (CSAT)
- b. Net promoter score (NPS)
- c. Would you miss us? (WYMU)
- d. Customer Effort Score (CES)

In order to acquire the potential customers, needs and demands should be acknowledged also customer satisfaction has a great impact on the entire business operations. Therefore, it is very important to the organization to understand what exactly the customers need and how to gain loyalty for the successful business. As it is discussed in chapter two, the customer plays a crucial role in the market chain process. To make it clearer, satisfied customers are the ones who create the possibility of the new customers. If the existing customers are satisfied with the product and service, then there are the chances of recommendation to the new ones. This will lead to the increasing number of customers and could maintain the level of the relationship with the customers.

This study has gone into depth to understand the co-relation between customer satisfaction and customer loyalty. The author has come to know that the customer plays a crucial role in customer satisfaction and

customer loyalty and is the root of the success. During the research, the author figured out if the customers are satisfied with the quality of the service and perform the tasks according to the customer's demand. The company has satisfied customers along with loyalty.

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