

# A STUDY ON CUSTOMER LOYALTY AND SATISFACTION IN ELECTRONICS INDUSTRY

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The paper titled, "A Study On Customer Loyalty & Satisfaction In Electronics Industry" focuses on the level of satisfaction and loyalty a customer perceives in an electronics company. The research made use of ANOVA and Independent sample T-test. The results showed that loyalty and satisfaction are not influenced by type of outlet or age or gender of the customer but by the quality of service a customer receives.

Keywords : Loyalty, Satisfaction , Measurement , Customer

## INTRODUCTION

Customer Loyalty is the measure of achievement of the provider in holding a long haul association with the customer. Hence customer devotion is the point at which a provider gets a definitive reward of his endeavours in communicating with its customer. Customer steadfastness tends the customer to intentionally pick a specific item against another for his need. The dependability might be item particular or it might be organization particular. At the point when a reliable customer has tedious prerequisite of a similar item, such customers might be depicted as being 'mark faithful'. Then again he may likewise require diverse results of a similar producer. In other words he makes huge buys coordinate from an indistinguishable provider and that checks from the organization particular faithfulness. Customer reliability can be said to have happened if individuals utilize a specific shop or get one specific item, instead of utilization different shops or purchase items made by different organizations.

Customers display customer devotion when they reliably buy a specific item or brand over an expanded timeframe. For instance, numerous customers adhere to a specific travel administrator because of the positive encounters they have had with their items and administrations. Customer unwaveringness is the key goal of customer relationship administration and portrays the dedication which is built up between a customer and organizations, people, items or brands. The individual market portions ought to be focused as far as creating customer reliability.

## RESEARCH OBJECTIVES:

- To know the loyalty level of the customers and also their perception
- To know the satisfaction level of customers

- To know what factors and variables of brand influence the customers

#### LITERATURE REVIEW:

**Dick, Alan S., and Kunal Basu (1996)**, Inspected customer devotion is seen as the quality of the connection between a person's relative demeanour and rehash support. The relationship is viewed as intervened by social standards and situational factors. Intellectual, successful, and co-local precursors of relative disposition are distinguished as adding to unwaveringness, alongside motivational, perceptual, and conduct outcomes. Suggestions for explore and for the administration of reliability.

**Hallowell, Roger (1996)**, presents the discoveries of an examination performed on information from an extensive bank's retail- banking activities. Represents the relationship of consumer loyalty to customer dependability, and customer devotion to benefit, utilizing various measures of fulfillment, steadfastness, and productivity. A gauge of the impacts of expanded consumer loyalty on benefit (accepting guessed causality) recommends that feasible increments in fulfillment could drastically enhance productivity.

**Srinivasan, Srini S., Rolph Anderson, and Kishore Ponnaveolu (2002)**, had explored the predecessors and outcomes of customer faithfulness in an online business-to-shopper (B2C) setting. We recognize eight factors (the 8Cs—customization, contact intuitiveness, mind, network, accommodation, development, decision, and character) that conceivably affect e-reliability and create scales to quantify these variables. Information gathered from 1,211 online customers exhibit that every one of these elements, with the exception of accommodation, affect e-devotion. The information likewise uncover that e-unwaveringness affects two customer related results: verbal advancement and ability to pay more.

**Wallin Andreassen, T., & Lindestad, B. (1998)**, had closed by guaranteeing that for complex administrations, corporate picture and consumer loyalty are not two separate courses to customer dedication. Corporate picture impacts customer devotion specifically while consumer loyalty does not. This finding was reliable with high and low administration skill. These outcomes challenge the disconfirmation worldview which predicts consumer loyalty as the essential course to customer steadfastness. From an administrative point of view, data in regards to the relative quality of the two courses is indispensable concerning asset portion so as to enhance customer unwaveringness.

**Kandampully, J., & Suhartanto, D. (2000)**, had analyzed steadfastness of an association's client has been perceived as the overwhelming element in a business association's prosperity. Utilizing information gathered from chain lodgings in New Zealand, the discoveries demonstrate that inn picture and consumer loyalty with the execution of housekeeping, gathering, sustenance and drink, and cost are emphatically related to client steadfastness.

**Lee, J., Lee, J., & Feick, L. (2001)**, had inspected in Korean versatile media transmission administrations industry is entering another progress period. This has been realized by the market for versatile broadcast communications achieving development, the starting of the IMT-2000 administration and the booked presentation of portable number convenience. The alteration impact of the exchanging obstruction on consumer loyalty and client reliability is additionally broke down.

**Gefen, D. (2002)**, had proposed the surprising expense of drawing in new clients on the Internet and the relative trouble in holding them make client dedication a basic resource for some online sellers. In the non-Internet commercial center, client devotion is principally the result of prevalent administration quality and the assume that such administration involves. This investigation inspects whether the same applies with online sellers despite the fact that their administration is given by a site interface quite inadequate with regards to a human specialist organization.

**Uncles, M. D., Dowling, G. R., & Hammond, K. (2003)**, had proposed client unwaveringness presents a Catch 22. Many consider it to be fundamentally an attitude-based wonder that can be impacted essentially by client relationship administration activities, for example, the undeniably prevalent dedication and liking programs. Utilizations this system to ehavio the demand-side capability of devotion programs. Talks about where these projects may work and where they are probably not going to prevail on any vast scale. Gives an agenda to advertisers.

**Shoemaker, S., & Lewis, R. C. (1999)**, had analyzed for a long time cordiality firms have trusted that the objective of advertising is to make whatever number new clients as could reasonably be expected. While hoteliers trusted it was critical to fulfill the visitors while they were on the property, the genuine objective was to keep on finding new clients. The creators trust that this will be the fruitful rush without bounds in cordiality. The objective of this paper is to show a structure for understanding client dependability.

**Loveman, G. W. (1998)**, had proposed the administration benefit chain is a straightforward reasonable system connecting representative fulfillment and devotion, consumer loyalty and faithfulness, and budgetary execution. Albeit generally utilized by specialists, the administration benefit chain's arrangement of speculated connections between worker, client, and money related results has not been thoroughly tried utilizing information that traverse all segments of the model.

**Kumar, V. I. S. W. A. N. A. T. H. A. N., and Shah, D. (2004)**, had introduced the idea of client unwaveringness is obvious by it's universality. In this way, there is nothing unexpected that it is a standout amongst the most generally considered regions by analysts and a standout amongst the most broadly actualized promoting activities by specialists. This article attracts upon past research to survey vital discoveries identified with client ehaviour and state of mind with regards to client dedication.

**OlyNdubisi, N. (2007)**, had proposed the four variables have a significant effect and predict a good proportion of the variance in customer loyalty. Moreover, they are significantly related to one another. The relationships investigated in this study deserve further research. Because the data analysed were collected from one sector of the service industry in one country, more studies are required before general conclusions can be drawn.

**Beerli, A., Martin, J. D., and Quintana, A. (2004)**, had proposed based on experimental research completed in the retail managing an account showcase, this paper proposes a basic conditions display empowering us to achieve the conclusions that fulfillment together with individual exchanging costs are predecessors driving specifically to client dependability, with the previous applying the best impact; and saw quality is an outcome of fulfillment.

**Ostrowski, P. L., O'Brien, T. V., & Gordon, G. L. (1993)**, had inspected the issues identified with benefit quality and client dedication in the business aircraft industry. The consequences of an exact investigation, utilizing information gathered on two air bearers, show that present levels of apparent administration quality are underneath potential and that client dependability to aircrafts is low. A huge relationship was found to exist between benefit quality (transporter picture) and held inclination, a measure of client dedication.

**Buttle, F., and Burton, J. (2002)**, had proposed there is a general agreement that client unwaveringness to specialist organizations isn't exclusively reliant upon their level of fulfillment or disappointment. Notwithstanding, the distinguished predecessors of unwaveringness stay, best case scenario, profoundly theoretical. The point of this broad writing survey is to give some comprehension of the idea of client unwaveringness and the forerunner impacts of administration disappointment.

**Yu, Y. T., and Dean, A. (2001)** had proposed numerous consumer loyalty thinks about have reasoned that there is a noteworthy connection between consumer loyalty and unwaveringness, yet this finding has been addressed in that the vast majority of the investigations centre around estimating the subjective segment of consumer loyalty. This examination incorporates the intellectual segment, yet centres around the full of feeling segment. It investigates the part of feelings in fulfillment, and after that thinks about the prescient capacity of the psychological and emotional components. Key discoveries are that both positive and negative feelings and the intellectual segment of fulfillment correspond with unwaveringness.

**Delgado-Ballester, E., and Luis Munuera-Alemán, J. (2001)**. Had proposed the current writing of brand steadfastness has been basically centered around the parts of apparent quality, mark notoriety and particularly fulfillment, because of the way that they outline purchasers' learning and encounters, managing their resulting activities. In this specific situation, the moving accentuation to social showcasing has dedicated a considerable measure of push to break down how different

develops, for example, trust foresee future goal. Research philosophy comprised of relapses and multivariable examination with an example of 173 purchasers. The outcomes acquired recommend the key part of brand trust as a variable that produces clients' responsibility, particularly in circumstances of high inclusion, in which its impact is more grounded in contrast with by and large fulfillment.

**Agustin, C., and Singh, J. (2005)** had finding on drawing from need, inspiration, and social trade speculations, this examination conceptualizes and exactly analyzes the differential curvilinear impacts of numerous determinants of devotion goals, including value-based fulfilment, trust, and incentive for social trades. The creators conceptualize trust as a "spark," fulfilment as a "cleanliness," and incentive as a "bivalent" factor in buyer steadfastness components. The creators add to the investigation of devotion forerunners by (1) hypothetically proposing the nature and state of the impact of various reliability determinants, (2) considering the synchronous and differential impacts of numerous determinants, and (3) drawing suggestions from the outcomes for hypothesis and administrative practice.

**Lewis, B. R., &Soureli, M. (2006)**, had targeted on a study designed to research loyalty in retail banking. The analysis findings counsel that loyalty is that the outcome of a psychological feature instead of associate emotional method. the most antecedents of bank loyalty were found to be perceived price, service quality, service attributes, satisfaction, image and trust: constructs that are inter-related and form a network of loyalty antecedents.

**Casaló, L., Flavián, C., &Guinalú, M. (2007)** had planned the importance of virtual complete communities is growing day by day as a results of customers more and more mistreatment on-line tools to contact fellow customers so as to induce info on that to base their selections. For this reason, this work aims to explore a number of the results of participation during a virtual complete community on shopper behaviour.

**Funk, D. C., & James, J. D. (2006)**, had projected previous analysis has incontestable an immediate relationship between loyalty and reasons for feeling a selected sport team. the present study replicates and extends this line of inquiry by examining the mediating role of attachment, a method by that a personal moves from just feeling a team (attraction) to changing into loyal to a team (allegiance). knowledge (Collegiate N = 194; collegial and skilled N = 402, Favourite Sport Team N = 808) were collected to look at thirteen advantages and attributes related to feeling a sport team, three angle formation properties, and allegiance. A three-stage check of mediation victimisation MLR disclosed that attachment mediate the link between allegiance and Vicarious accomplishment, Nostalgia, Star Player, Escape, Success, and contemporaries Acceptance. Results demonstrate that allegiance is that the outcome of

a method by that people develops stronger emotional reactions to, a lot of practical data regarding, and bigger symbolic price for advantages and attributes related to a sport team.

**Selin, S. W., Howard, D. R., Udd, E., & Cable, T. T. (1988)**, had planned study of participant loyalty to chose municipal recreation programs emerged from the patron ehaviour literature on complete loyalty, applying the concept to a service-oriented leisure agency. Using a two-dimensional measure of loyalty, incorporating each a ehavioural or repeat buying dimension Associate in Nursing an attitudinal or commitment dimension, this study found that participants exhibited a high degree of repeat buying and solely a moderate level of commitment to agency programs. Loyalty segmentation results incontestable that loyal patrons were a lot of possible to be older and have a lot of agency expertise than less loyal participants. Applications of the study to program selling and to future analysis square measure mentioned.

**East, R., Gendall, P., Hammond, K., & Lomax, W. (2005)** had planned client loyalty is also outlined as a singular idea, typically as Associate in Nursing angle toward the loyalty object or as repeat patronage behaviour. we tend to conjointly realize that the prediction of loyalty outcomes isn't improved by the inclusion of Associate in Nursing interaction term within the model. On this proof, the authors argue that combination ideas of loyalty square measure of restricted price. Further, we discover that there's no type of loyalty that systematically predicts all the various loyalty outcomes and, therefore, we should always abandon {the idea the thought the idea} of a general concept of loyalty.

**Orth, U. R., & Green, M. T. (2009)**, had planned the study sheds insight on however customers understand and relate to family and non-family grocery stores. Employing a vital incident approach we tend to show that—compared to non-family businesses—consumers appraise family businesses higher in terms of service, frontline worker benevolence, and problem-solving orientation, and worse in terms of choice and price/value. Results additional indicate higher client trust in private corporation management policies and practices, frontline worker trust, and satisfaction however no variations in loyalty. Examining Associate in Nursing integrative loyalty framework, the study finally shows differential effects in however image parts influence client loyalty directly likewise as indirectly through trust and satisfaction. Implications specialise in advancing client relationship management in selling, and on with success positioning family-owned and –operated businesses.

**AnatolevenaAnisimova, T. (2007)**, had planned the aim of this analysis is to research the influence of the company whole on attitudinal and activity shopper loyalty. This paper establishes two groups of corporate brand attributes: corporate and marketing level. Corporate level dimensions include

corporate activities, company associations, structure values, company temperament. Marketing level dimensions comprise functional, emotional and symbolic whole edges. The results reveal that company values, company whole temperament and useful shopper edges square measure the foremost crucial and consistent predictors of each attitudinal and activity loyalty.

**Fu, Y. Y., & Parks, S. C. (2001)** had examined within the u. s., the quantity of aged is increasing a lot of quicker than the population of the country. This study statistically behavior the connection between service quality dimensions and edifice loyalty among aged customers. AN on-the-spot survey was conducted at 2 family-style restaurants mistreatment the SERVQUAL instrument. necessary the key the foremost} findings were that friendly service and individual attention were a lot of important factors than tangible aspects of service in influencing aged customers' behavioural intentions. The results of this study can facilitate edifice operators improve the particular service quality dimensions that enhance come back business.

**Huddleston, P., Whipple, J., & VanAuken, A. (2003)** had proposed within the intensely competitive food trade, increasing and sustaining repeat shopping for behaviour among store customers will considerably increase profits. Studies have analysed store loyalty, however no revealed studies have asked shoppers to outline store loyalty; the authors conducted six focus cluster interviews with customers in a very mid-western US town, within which they investigated respondent likes and dislikes of a most well-liked food store and consumers' own definition of store loyalty. Participants' repeat shopping for behaviour was connected to multiple characteristics process a looking setting (eg promotion, low prices). Among the context of a client loyalty framework, participants matched the outline of spuriously loyal: high repeat patronage, however low relative perspective towards most well-liked stores. The results have specific implications for additional profitable food store management and for any helpful analysis on client loyalty.

**Knox, S. D., & Denison, T. J. (2000)**, had planned during this paper, we have a tendency to gift some vital empirical findings regarding store loyalty and shopper payment within the UK across 5 retail sectors. Our findings square measure given at 2 levels: first of all, we have a tendency to compared loyalty levels across retail sectors within the United Kingdom and known that home improvement stores generate the bottom levels of shopper loyalty. Secondly, by disaggregating the info by loyalty sorts, we have a tendency to found that, whereas loyal shoppers tend to own smaller monthly budgets than switchers, they pay double the quantity in their "first choice" store. All our results highlight the importance of developing a company approach to managing client loyalty in merchandising.



**DATA ANALYSIS & INTERPRETATION:**

**Independent t test:**

**Analysis of Gender & level of Satisfaction of TVS Electronics**

Null Hypothesis: There is no significant difference between the Genders with respect to level of Satisfaction of TVS Electronics

Alternative Hypothesis: There is a significant difference between the Genders with respect to level of Satisfaction of TVS Electronics

**Table 1 Analysis of Gender & level of Satisfaction of TVS Electronics**

T –Statistics	Significant value
.796	.430

**Interpretation:**

From the table 1 it is found that significant value is more than 0.05 there is no significant difference between the Genders with respect to level of Satisfaction of TVS Electronics

**Analysis of outlet type & purchase probability of different products in the future**

Null Hypothesis: There is no significant difference among outlet type with respect to level of probability to purchase different products in the future

Alternative Hypothesis: There is a significant difference among outlet type with respect to level of probability to purchase different products in the future

**Table 2: Analysis of Awareness of outlet type & likely to purchase different products in the future**

F	Sig.
.714	.495

**Interpretation:**

From the table 2 it is found that significant value is more than 0.05 so there is no significant difference among outlet type with respect to level of probability to purchase different products in the future

**Analysis of age of the customer & service of the brand**

Null Hypothesis: There is no significant difference among age of the customer with respect to level of service for this brand.



Alternative Hypothesis: There is a significant difference among age of the customer with respect to level of service for this brand.

**Table 3: Analysis of age of the customer & service for this brand**

F	Sig.
.212	.810

**Interpretation:**

From the table 3, it is found that significant value is more than 0.05 there is no significant difference among age of the customer with respect to level of service for this brand.

**Independent t test:**

**Analysis of Gender & level of Satisfaction of TVS Electronics**

Null Hypothesis: There is no significant difference between the Genders with respect to level of Satisfaction of TVS Electronics

Alternative Hypothesis: There is a significant difference between the Genders with respect to level of Satisfaction of TVS Electronics

**Table 4 Analysis of Gender & level of Satisfaction of TVS Electronics**

T –Statistics	Significant value
.796	.430

**Interpretation:**

From the table 4 it is found that significant value is more than 0.05 there is no significant difference between the Genders with respect to level of Satisfaction of TVS Electronics

**RESULTS**

From the Analysis of Awareness of outlet type & likely probability to purchase different products in the future it is found that there is no significant difference among outlet type with respect to level of products in the future. The Analysis Of Elements Of Purchase & Usage frequency of customers shows that there is no significant difference among elements of purchase with respect to usage frequency of customers . From the Analysis of Age group and service for this brand it is found that the there is no significant difference among age group with respect to service for this brand.

**CONCLUSION**

Customer loyalty is all about the customers satisfaction towards the brand. From the study, it can be concluded that the customers are having loyalty towards the brand. When it comes to loyalty of

customer they look for some important factors like services, feasibility, advancement, user- friendly. Also, the brand loyalty and satisfaction is independent of the factors such as type of store, age and gender of the customers

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