



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

M I. AneesFathima¹, Dr. Sridharan², Mohamed Bilal³

¹Assistant Professor, MEASI Institute of Management

²Associate Professor, BSMED, Bharathiar University.

³Final MBA Student, MEASI Institute of Management

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 etc.

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. 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 far 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.

OBJECTIVES OF THE STUDY

- To study the relationship between the customers' satisfaction level of apparels of big bazaar.
- 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 favorite brand) on the brand loyalty of customers.
- To study the importance variables of brand loyalty that customers attachment to various attributes (price, trend, quality, etc.) while buying apparels.

REVIEW OF LITERATURE

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 customer segments and then analyze the heterogeneity in the satisfaction-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 exciting retail transformation that they already started bringing in larger interest from international brands/ formats. With the advent of these players, the race is on to please the Indian customer and it's time for the Indian customer sits back and enjoys the hospitality to be integrated like a king.

Paromita Goswami (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.

Serkan Aydin, Gökhan Özer, Ömer Arasil, (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 important 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.

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. 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.

ONE WAY ANOVA

Income level Vs continue using the Brand if price increases

Alternate Hypothesis (H1)

There is a positive association between income level vs continue this brand If price Increases.

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

ANOVA

Continue this brand if price increases

	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 than 0.05.

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 than 25 Followed by 25 to 35.
- It is found that most of the respondents are under graduate Followed by post graduate and higher 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 earning 30000-40000 and 20000-30000.
- It is found that most of the respondents are customers of big bazaar from 1-3 years followed by 6 months to 1 year.
- It is found that most of the respondents are visiting big bazaar monthly followed by weekly.
- It is found that most of the respondents spend 3000-5000 in a visit to big bazaar followed by 1000-3000.
- 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 and 24.6% of the respondents agree with regards to willingness to recommend.
- 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 of fiber.
- It is found that 39.3% 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 and 25.3% 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 39.3% of the respondents strongly agree and 24.7% of the respondents agree with regards to services rendered by sales person.
- It is found that 39.3% 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 38.7% 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 were 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.

BIBLIOGRAPHY

- Achelis, S. B. (2015). Correlation Analysis. Retrieved April 10, 2016, from <http://www.metastock.com/customer/resources/taaz/?c=3&p=44>
- Brakus, J. J. (2009). Brand experience: What is it? Who is it measure? Does it affect loyalty? *Journal of Marketing*, 52-68. <https://doi.org/10.1509/jmkg.73.3.52?code=amma-site>
- Brush, T., Dango, R., & O'Brien, J. (2012). Customer capabilities, switching costs, and bank performance. *Strategic Management Journal*, 1499-1515. <https://doi.org/10.1002/smj.1990/full>
- Chung, K.H., Yu, J.E., Kim, W.J. & Shin, J.I. (2015) The Effect of Perceived Value on Customer Loyalty in a Low-Priced Cosmetic Brand of South Korea: The Moderating Effect of Gender. *Advanced Science and Technology Letters*, 114, 40-44.
- Cleff, T., Dorr, S. Vicknair, A. & Walter, N. (2013) Brand Experience - How It Relates to Brand Personality, Consumer Satisfaction and consumer Loyalty. An Empirical Analysis of the AdidasBrand. *Interdisciplinary Management Research*, 9, 731-754.
- Esmailpour, F. (2015). The role of functional and symbolic brand associations on brand loyalty: A study on luxury brands. *Journal of Fashion Marketing and Management: An International Journal*, 19(4), 467-484. <https://doi.org/10.1108/JFMM-02-2015-0011>
- Gilbert, E., & Chodzaza, H. S. (2013). Service quality, customer satisfaction and loyalty among industrial customers of public electricity utility in Malawi. *International Journal of Energy Sector Management*, 269-282. <https://doi.org/10.1108/IJESM-02-2013-0003>
- Gurãu, C. (2012). A life - stage analysis of consumer loyalty profile: comparing Generation X and Millennial consumers. *Journal of Consumer Marketing*, 103-113. <https://doi.org/10.1108/07363761211206357>
- Huang, R., Lee, S., Kim, H.J. & Evans, L. (2015) The Impact of Brand Experience on Brand Response in Multi-Channel Fashion Retailing. *Journal of Research in Interactive Marketing*, 9 (2), 129-147.
- Huong, P.T., Hong, N.T. & Khai, T.T. (2015) Effects of Brand Experience on Brand Loyalty in Fashion Retail Business. *Journal of Economic Development*.73-88.
- Macdonald, B. (2014). 10 tips on fostering consumer loyalty and driving satisfaction. Retrieved from <http://www.quirks.com/articles/2014/20140926-2.aspx?searchID=622320783&sort=5&pg=1>
- Matos, C. A., Henrique, J. L., & Rosa, F. D. (2009). The different roles of switching costs on the satisfaction - loyalty relationship. *International Journal of Bank Marketing*, 506- 523, <https://doi.org/10.1108/02652320911002331>
- Matzler, K., Grabner - Kräuter, S., & Bidmon, S. (2011). Risk aversion and brand loyalty: the mediating role of brand trust and brand affect. *Journal of Product & Brand Man*
- Odindo C, D. J. (2008). Customer Satisfaction, Loyalty and Retention in Financial Services. Nottingham: Financial Services Research. *agement*, 154-162, <https://doi.org/10.1108/10610420810875070>
- Park, J. N. (1974). A theory of Multidimensional Brand Loyalty. *Advances in Consumer Research*, 4494
- So, J. T., Parsons, A. G., & Yap, S. - F. (2013). Corporate branding, emotional attachment and brand loyalty: the case of luxury fashion branding. *Journal of Fashion Marketing and Management: An International Journal*, 17(4), 403-423
- Veloutsou, C., Christodoulides, G., & De Chernatony, L. (2013). A taxonomy of measures for consumer-based brand equity: drawing on the views of managers in Europe. *Journal of Product and Brand Management*, 238-248, <https://doi.org/10.1108/JPBM-02-2013-0256>
- Wu, M. S. S., Chaney, I., Chen, C. H. S., Nguyen, B., & Melewar, T. (2015). Luxury fashion brands: Factors influencing young female consumers' luxury fashion purchasing in Taiwan. *Qualitative Market Research: An International Journal*, 18(3), 298-319. <https://doi.org/10.1108/QMR-02-2014-0016>
- Youl, H. (2010). Role of customer orientation in an integrative model of brand loyalty in services. *The Service Industries Journal*, 1025-1046. <https://doi.org/10.1080/02642060802311252>
- Zarantonello, L., & Schmitt, B. (2010). Using the brand experience scale to profile consumers and predict consumer behavior. *Journal of Brand Management*, 532 - 540.

QUESTIONNAIRE

A STUDY ON LOYALTY ON BRAND IN BIG BAZAAR APPAREL

1. Name :.....

2. Gender
 - a) Male b) Female

3. Marital status
 - a) Single b) Married

4. Your age group
 - a) Less than 25 b) 25 to 35 c) 36 to 45 d) 46 to 55 e) Over 55

5. Qualifications
 - a) Secondary b) Higher Secondary c) Under Graduate d) Post Graduate

6. Occupation
 - a) Business b) Professional c) Govt employee d) Private employee

7. Income Level
 - a) Less than Rs10000 b) Rs.10000-Rs.20000 c) Rs.20001-Rs.40000 d) More than Rs.40000

8. How frequently do you visit Big Bazaar?
 - a) Weekly b) Monthly c) Quarterly d) On-unplanned basis

9. On an average how much amount of money do you spend in a visit to Big Bazaar?
 - a) Below 1000 b) >1000-

3000c) >3000-5000

d) More than 5000

10. How long have you been a customer of Big bazaar?

a) Less than six months

b) Six months to a year

c) 1-3 years

d) More than 3 years - 5 YRS

e) > 5 yrs

11. Compared to other brands, are big bazaar prices higher, lower, or about the same?

a) Much lower b) Somewhat lower c) About the same d) Somewhat higher

e) Much higher

12. Compared to other brands, is the quality of big bazaar clothing better, worse, or nearly the same?

a) Much better b) Somewhat better c) Nearly the same d) Somewhat worse e) Much worse

13. How well does big bazaar clothing meet your needs?

a) Extremely well b) Very well c) Somewhat well d) Not so well e) Not at all well

14. Express your view on the following factors

Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree
Quality of services is high					
Reasonable pricing					
Quality of clothing is high					
Willing to recommend					
Continue this brand if price increases					
Will continue buying this brand in future					
Will wait for FBB, if not available					
Will prefer FBB, irrespective of the offers by other brands					
Will prefer FBB, irrespective of the brand endorsements, advertisements by other brands					

15. Express your view on the following factors

Particulars	Highly satisfied	satisfied	neutral	dissatisfied	Highly dissatisfied
Quality of fiber					
Value for money					
Variety of colors					
Variety of designs					
Availability					
Services rendered by sales person					
Store atmosphere					
Offers and discounts					
Billing waiting time					
Store atmosphere					
Response to customer complaints					