A factors affecting the customer loyalty in the | 189c839c7742ebe6ddb4ae6c0b71425

Factors Affecting Customer Loyalty In The...

Factors affecting the customer loyalty in the projective context. The study aimed to examine the relationship between customer satisfaction and customer loyalty. A new approach was developed to investigate the issues of customer satisfaction in the projective context. The study was conducted in two parts. The first part investigated the relationship between customer satisfaction and customer loyalty. The results showed that a positive relationship exists between customer satisfaction and customer loyalty. The second part examined the relationship between customer satisfaction and customer loyalty in the projective context. The results showed that customer satisfaction has a positive impact on customer loyalty in the projective context. The study provided new insights into the factors affecting customer loyalty in the projective context.
improve customer loyalty in order to gain the competitive advantage in the face of fierce competition. The importance of customer loyalty has been identified by many researchers and academics in the past years. This importance is also predominant in the telecommunication industry and, consequently, the Nigerian telecommunication industry. This book attempts to assess and analyze the variables that influence a mobile phone subscriber's loyalty and how Nigerian service providers can enhance this loyalty. The study is based on a survey that uses the quantitative approach. A structured questionnaire was developed and personally administered to a sample of University of Ilorin students across four major GSM operators in the country. Four hundred (400) respondents were sampled through a stratified random sampling. Out of this, three hundred and forty-eight (348) copies of the questionnaire, constituting an 87% response rate, could be used for the analysis. Of the eleven (11) operational factors that were used to assess loyalty of customers in the Nigeria Mobile Telecoms industry, all variables except Brand Image and Service Centre Quality were found to be capable of influencing customer loyalty and also considered as the most important loyalty variables in the industry. The unavailability of Mobile Number Portability was found to be a prominent factor in tying consumers down to service providers, while the generally low satisfaction with the present state of service delivery in the industry also plays a role. Therefore, the retention which the service providers were able to enjoy can be described as circumstantial. The given recommendations include that the service providers embark upon drives that will reduce dropped calls to a bare minimum, that they improve call quality, and that they develop SMS delivery standards. Designed for advanced MBA and doctoral courses in Consumer Behavior and Customer Satisfaction, this is the definitive text on the meaning, causes, and consequences of customer satisfaction. It covers every psychological aspect of satisfaction formation, and the variables it applies to consumer products and services. Also included are an introduction and critical thinking on the consequences of satisfying (or not satisfying) a firm's customers. He describes today's best practices in business, and broadens the determinants of satisfaction to include needs, quality, fairness, and regret (what might have been'). The book culminates in Oliver's detailed model of consumption processing and his satisfaction measurement scale. The text concludes with a section on the long-term effects of satisfaction, and why an understanding of satisfaction psychology is vitally important to top management.Description: A report by the Institute of Grocery Distribution based on a survey of factors which influence customers' choice of shop. Customer loyalty -- Customer retention -- Customer satisfaction -- Banking industry."This book provides relevant theoretical frameworks and the latest empirical research findings relating to consumer confidence, marketing strategies, and the influence of trust during a time of economic crisis"--Provided by publisher.Bachelor Thesis from the year 2016 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, , course: Bachelor of Business in Management Applications, language: English, abstract: This study was conducted to investigate consumer behaviour and attitudes in relation to remaining with or switching electricity supplier. Secondary research in the form of a literature review examines the history, development and understanding of the factors which affect consumer behaviour in general. Primary research explores consumer behaviour, attitudes and understanding in relation to electricity suppliers. Primary research was conducted in two phases. Phase one involved 100 consumer surveys using an online distribution method. Phase two involved conducting fifteen interviews with local household electricity consumers. This investigation found that the main decision to remain with or switch electricity supplier came down to cost. Trust in electrical supplier's claims was shown to have an effect on choice. Recommendations by family, friends and colleagues also had an impact. The main influences found included switching, combination supply deals, environmental considerations and payment methods etc. Furthermore the research has shown that there is high potential for the electricity supply industry to improve marketing associated with switching and should include information on regulations and responsibilities. The research included in this paper may be of interest to consumer behaviour analysts, marketing professionals, electricity suppliers, marketers of the electrical supply industry and researchers in this topic area. This dissertation has investigated the factors effecting consumer behaviour particularly in the area of electricity supply choice. Research Paper (undergraduate) from the year 2017 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 2:1, Cardiff Metropolitan University, language: English, abstract: The objectives of this study are: 1. To examine the impact of customer loyalty on the customer loyalty in Waitrose store. 2. To analyse the role of corporate social responsibility in the selection particular products among the customers of Waitrose. 3. To investigate the influence of the factors which affect customer loyalty in Waitrose. Nowadays, when the competition is high and it's difficult to get through to the market, it's important to invest in relationship with customers. People, who are loyal to a particular brand, have high level of satisfaction, therefore world of mouth is important to gain more customers in the future. Waitrose is one of the largest grocery retailers in the United Kingdom. In 2011, the store introduced My Waitrose card- the type of loyalty scheme. This service enables customers to drink tea or coffee for free, discounts on specific products, free food magazine and access to other promotions in a particular period. The store mainly focuses on sales from quality, organic, free range products, what distinguishes it from other supermarkets. Within couple of years, Waitrose received many awards and acclaims e.g. Big Society Award and Best Loyalty Scheme. As the fast food industry is on an upward trend. The demand for fast food product is now growing as it is convenience which suits the lifestyle of customers. With the changing lifestyle of consumers of Lahore (Pakistan), more educated and affluent, people tend to eating-out especially in fast food restaurants. Along with the huge promotions through media, customers has a variety choice of fast food pattern and restaurants. Therefore, local fast foods restaurants have to be sensitive to these changing trends and be innovative to prepare to change accordingly to avoid from losing their existing and future potential customers. The aim of this study is to examine how the respondent's perception will be influenced by factors of customer loyalty towards preferred fast food restaurants. With this important information, marketers or strategy planner can formulate or develop an appropriate strategy that able to outdo the competitors. Therefore, these marketing strategies will help them to keep track and add value to their fast food restaurants. Keeping and gaining market share is what most business strive for in the race to make brands profitable, In a hugely competitive world, customer loyalty becomes a key area for concern. What would happen if you could one step further and identify not just those customers who are loyal to your brand, but those who are truly committed to your product or service? This book helps you do that just. More that ten years ago, Janine Hofmeyr and Butch Rice created something called The Conversion Model - a technique that analyses the degree of a person's psychological commitment to anything and everything. Marketers will be able to gain a strategic advantage within their market if they implement the thinking tools and strategies outlined in this book. "After years of using customer satisfaction measures I was extremely frustrated at the lack of correlation between satisfaction and subsequent customer defection rates. The measurement of commitment, via The Conversion Model provided the vital link I had been looking for.\" Alan Gilmour, Brand and Marketing Director, Lloyds TSB "The Conversion Model enabled us to establish real insight into loyalty and we effectively fused it with a segmentation process. This has allowed us to really grapple with the core market dynamics and establish key marketing objectives in an increasingly competitive and diverse marketplace" Mark Horton, Group Head of Marketing, Northcliffe Newspaper Group "Since I first came across the Conversion Model back in 1997 I have always found it was the perfect tool for measuring the health of brands I've worked on\" David V. Spangler, Director, The Council for Marketing and opinion Research (MCMOR) and former Research Director of Levi Strauss Co "The Conversion Model is a compelling strategic marketing tool that offers a true understanding of institutional investor behaviour. It is a predictive indicator of potential market share gains and losses with a degree of precision that is difficult to obtain.\" Patricia Toney, Manager, Marketing research, Chicago Board of Trade "To grow a business, convert customers to your offering and then keep them committed.a very powerful answer is in this book.\" John Deighton, Professor of Business Administration, Harvard Business School "Using the Conversion Model has given us significant insights into brand choice across a range of countries and cultures."The address of customers is in the heart of a business. We are only giving the competitive edge.\" Janett Edelberg, Joseph E. Seagram & SonsRelationship Marketing provides a comprehensive overview of the fundamentals and important recent developments in this fast-growing field. This book makes a landmark contribution in assembling some of the best contemporary thinking about relationship marketing illustrated with concrete descriptions of companies in the automobile industry, consumer electronics, public utilities and so on, which are implementing relationship marketing. I highly recommend this to all companies who want to see what their future success will require.\" PROF. PHILIP KOTLER, NORTHWESTERN UNIVERSITY, ILLINOIS Copyright code: 188c839c7742e6fe6ddb44e6c0b71425