

Customer Satisfaction



Customer Retention



Brand Reputation



# Impact Of Customer Satisfaction On Brand Loyalty An

**Alireza Miremadi, Pardis Mohajerani**



## **Impact Of Customer Satisfaction On Brand Loyalty An:**

*Brand Loyalty in Bangladesh* Dr. Md. Uzir Hossain Uzir, Profession Dr. Abu Bakar Abdul Hamid, Dr. Ts. Dr. Ahmad Shaharudin Abdul Latiff, Israaq Jerin, 2021-05-06 A brand is a valuable asset and loyalty to a particular brand is the source of revenue and profitability of the business Brand loyalty is significant for the business growth and expansion of companies in the electronics sector A populated country Bangladesh has a substantial expenditure on electronic appliances and the demand for these household items increases over the period however customers are not always loyal to a particular brand Marketing literature shows that customer satisfaction and brand confidence directly affect brand loyalty and brand trust mediates their relationship Due to the technological advance of social media technology has an essential role in the customer's decision to buy household appliances The existing literature has not focused on this massive demand for electronic appliances customer satisfaction loyalty trust and social media's significant role in consumer buying behavior The book shoed the investigation of the effect of customer satisfaction and brand trust of electronic home appliances on brand loyalty and the mediating role of brand trust in customer satisfaction and trust relationship The study also examined the extent to which customers believe social media information influences them The study gathered data from 523 Bangladeshi respondents from Dhaka by conducting a survey The data were analyzed with SPSS and CB SEM AMOS for the hypothesis test The findings revealed that customer satisfaction and brand trust significantly impact brand loyalty and social media moderates those significant relationships The result of the study contributed to the expectancy disconfirmation theory trust commitment theory brand loyalty theory and theory of reasoned action by presenting empirically based insight into customer satisfaction brand trust and brand loyalty constructs in electronic home appliances in Bangladesh In addition the results provided a practical insight into marketing and brand management They suggested the practicing managers in developing product quality with customer preference building trust through maintaining brand image and creating awareness among the customers and considering the significance of social media and its usage The research used probabilistic sampling techniques both rural and urban customers only a single home appliance and PLS SEM statistical tool for analysis Future researchers could focus and include other variables such as price or advertising consider loyalty separately and use both urban and rural customers to have better predictions

*Brand Loyalty in Bangladesh* Dr MD Uzir Hossain Uzir, Dr Profession Abu Bakar Abdul Hamid, Dr Dr Ts Ahmad Shaharudin Latiff, 2021-05-06 A brand is a valuable asset and loyalty to a particular brand is the source of revenue and profitability of the business Brand loyalty is significant for the business growth and expansion of companies in the electronics sector A populated country Bangladesh has a substantial expenditure on electronic appliances and the demand for these household items increases over the period however customers are not always loyal to a particular brand Marketing literature shows that customer satisfaction and brand confidence directly affect brand loyalty and brand trust mediates their relationship Due to the technological advance of social media technology has an

essential role in the customer's decision to buy household appliances. The existing literature has not focused on this massive demand for electronic appliances, customer satisfaction, loyalty, trust, and social media's significant role in consumer buying behavior. The book sheds the investigation of the effect of customer satisfaction and brand trust of electronic home appliances on brand loyalty and the mediating role of brand trust in customer satisfaction and trust relationship. The study also examined the extent to which customers believe social media information influences them. The study gathered data from 523 Bangladeshi respondents from Dhaka by conducting a survey. The data were analyzed with SPSS and CB SEM AMOS for the hypothesis test. The findings revealed that customer satisfaction and brand trust significantly impact brand loyalty, and social media moderates those significant relationships. The result of the study contributed to the expectancy disconfirmation theory, trust commitment theory, brand loyalty theory, and theory of reasoned action by presenting empirically based insight into customer satisfaction, brand trust, and brand loyalty constructs in electronic home appliances in Bangladesh. In addition, the results provided a practical insight into marketing and brand management. They suggested the practicing managers in developing product quality with customer preference, building trust through maintaining brand image, and creating awareness among the customers and considering the significance of social media and its usage. The research used probabilistic sampling techniques, both rural and urban customers, only a single home appliance, and PLS SEM statistical tool for analysis. Future researchers could focus and include other variables such as price or advertising, consider loyalty separately, and use both urban and rural customers to have better predictions.

**Customer loyalty in retail. Case study of Marks and Spencer** Katarzyna Szydlowska, 2020-01-23 Bachelor Thesis from the year 2016 in the subject Communications, Public Relations, Advertising, Marketing, Social Media, grade 80%, language English, abstract. This study will examine factors such as customer satisfaction, corporate social responsibility, service quality, and loyalty programs that have crucial impact on customer loyalty. The research will focus in particular on customer's loyalty in Marks and Spencer in London. The phenomenon of loyalty has met with great deal of interest from researchers in recent years. Customer loyalty indicates sense of belonging or identification with the service or products of the organization. These feelings affect customer behavior directly and lead to repurchase goods and recommend them to others. In general, customer loyalty constitutes a complex issue to analyze since it contains many dimensions.

**Advancements in Business for Integrating Diversity, and Sustainability** Dimitrios A Karras, Srinesh Thakur, Sai Kiran Oruganti, 2024-03-01 This book is the collection of selected articles that appeared at the First International Analytics Conference 2023 held in Hyderabad in virtual mode on February 2nd and 3rd 2023. In the fast-paced ever-changing world of business, the pursuit of diversity and sustainability has emerged as a dynamic catalyst for progress. This illuminating volume takes you on a journey through the evolving realm of business where innovative approaches are redefining corporate strategies and values.

*Customer Perceived Values Associated with Automobile and Brand Loyalty* Yousif, 2017 The purpose of this study is identifying the customer perceived value associated

with automobile and examining its impact on customer satisfaction and brand loyalty A sample size of 198 respondents was chosen from various points in Jeddah Saudi Arabia using convenient sampling A multi factor CPV questionnaire with a Likert Scale from 1 5 was used to collect the data to determine customer perceived value associated with automobile and its impact on customer satisfaction and brand loyalty To ensure reliability and validity of the data set sample size only includes respondents who have been using driving an automobile for a year Descriptive statistics shows that the most significant perceived value associated with automobile is functional value followed by emotional value and epistemic value Social value was the least reason that respondents purchase an automobile In terms of correlations this study found that overall customer perceived value associated with automobile is highly correlated with customer satisfaction and brand loyalty Bivariate multiple regression analysis shows that there is a significant and positive impact of FV and CV on customer satisfaction We do not find any significant influence of EV EPV and SV on customer satisfaction However we found that there is a significant and positive impact of EV FV and CV on customer brand loyalty Again we did not find any significant impact of SV and EPV on brand loyalty The current study contributes to the body of research by investigating the combined impacts of customer perceived value on automobiles using one instrument on cross sectional setting This research shows that customer perceived value associated with automobile is crucial in increasing customer satisfaction and brand loyalty Future research should be undertaken on different context or by increasing the sample size by widening the research context to ensure validity and reliability of the results *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior* ,2003

*Interdisciplinary Behavior and Social Sciences* Ford Lumban Gaol,2015-02-27 The human aspect plays an important role in the social sciences The behavior of people has become a vital area of focus in the social sciences as well Interdisciplinary Behavior and Social Sciences contains papers that were originally presented at the 3rd International Congress on Interdisciplinary Behavior and Social Science 2014 ICIBSoS 2014 *Customer Retention in the Automotive Industry* Michael D. Johnson,Andreas Herrmann, Frank Huber,Anders Gustafsson,2012-12-06 The intensely competitive global automotive industry is in the midst of both a quality evolution and management transformation In an evolutionary fashion industry attention has progressed from a focus on internal quality to external perceptions of customer satisfaction to subsequent customer retention and profitability More transformational is the change in the way automotive companies operate and manage themselves An industry once dominated at a product level by engineering and a management level by finance is becoming a cross functional customer oriented industry Understanding the links from quality to satisfaction to retention has become a key to financial and organizational success as the automotive industry enters the new millennium We are fortunate in this regard to have assembled a diverse group of both academic and automotive industry contributors to offer a variety of insights into these links After describing the ongoing changes in the automotive industry in more detail this introductory chapter describes a framework for linking quality satisfaction and retention The framework is used to introduce

each of the individual chapters and highlight its contribution Although our primary emphasis is on the automotive industry the implications of the research and lessons learned extend far beyond If anything the automotive industry is a prototypical competitive global industry that faces a myriad of business issues These include among others issues pertaining to product development service development process improvement product quality service quality supplier relationships internal customer satisfaction external customer satisfaction retailing promotion pricing franchising and technology management

*Contemporary Economic Issues in Asian Countries: Proceeding of CEIAC 2022, Volume 2* An Thinh Nguyen, Thu Thuy Pham, Joon Song, Yen-Ling Lin, Manh Cuong Dong, 2023-04-21 This book continues the discussion from Volume 1 on the general considerations regarding global changes and contemporary economic issues in Asian countries in real terms It offers a collection of original conference papers from the annual international conferences on Contemporary economic issues in Asian countries CEIAC Conference commenced in 2022 in collaboration with CIFOR ICRAF Sungkyunkwan University Korea and Tamkang University Taiwan The theme of the CEIAC Conference 2022 deals with broad aspects of the contemporary economic issues in Asian countries It covers topics such as economics and business economic theory national and international income distribution macroeconomic policies sectors of economy productivity developments financial market business governance bank financing etc green economy and sustainable development developing process development policy public policy sustainable growth green growth etc and international trade and investment international trade theory free trade agreements tariffs intellectual property international law etc The book would interest a wide array of professors researchers lecturers students in fields of economics consultants and decision makers interested in the issues related to economic issues in Asia

**Customer Satisfaction & Brand Loyalty** Alireza Miremadi, Pardis Mohajerani, 2013 Hotel Industry is one of the most substantial factors for Tourism Industry It could provide the necessary substructures for Tourism Therefore the growth in Tourism industry depends on growth in Hotel industry Hotel industry had a major growth in recent years In Iran However it is not comparable with other countries growth Two factors leads to growth in Hotel industry The first one is providing investment opportunities and the second one refers to increasing customers and travelers numbers In order to encourage the potential customers to travel it is necessary to make them satisfied Customer satisfaction will lead to repurchase intentions and positive word of mouth According to recent studies certain factors have direct and significant impact on customer satisfaction Therefore determining these factors and utilizing them as substantial substructure of hotel industry will lead to Tourism industry improvement in Iran

*Hotel Customer Loyalty* Shahnaz Nayebezhadeh, 2019 The main aim of this study was to investigate the factors affecting on customer loyalty of Mehr chain hotels in Yazd Independent variables of this study included cultural brand asset individual s similarity to brand lifestyle congruency intermediate variables of study included brand awareness perceived quality brand association and customer satisfaction and the dependent variable of study included brand loyalty The population of this study included Iranian and non Iranian guests of

Mehr chain hotels of Yazd Simple and stratified random sampling methods were used Four hundred and thirty five questionnaires 325 Persian questionnaires and 110 English questionnaires were distributed and gathered Data were analyzed using the SPSS 18 Software The relationships between variables and factors were confirmed through confirmatory factor analysis and structural equation modeling techniques using LISREL8 72 software The results confirmed the impact of cultural brand assets on perceived quality brand awareness and brand association Additionally it was found that there was significant correlation between brand awareness perceived quality and brand association Perceived quality brand association and customer satisfaction also have a positive impact on brand loyalty Lifestyle congruency and individual s similarity to brand have impact on customer satisfaction In this research after investigating the factors affecting on customer loyalty of Mehr chain hotels in Yazd university sector entered in such research areas until both marketers as well as researchers to use the findings for increasing consumer loyalty

*The Impact of Service Quality on Consumer Loyalty* Dr. David Ackah, Makafui R. Agboyi, 2014-11-10 Research Paper postgraduate from the year 2013 in the subject Economics International Economic Relations grade A Atlantic International University School of Business and Economics language English abstract The study explores the relationship between service quality and customer satisfaction on customer loyalty with regards to services provided by All Needs Supermarket located in Takoradi To achieve the objective of the study quantitative method was used for the statistical analysis and convenience sampling for selecting customers The researcher used the self administered questionnaire as a method for collecting data from the sample consists of 101 customers randomly selected from the population frame The results show that both service quality and customer satisfaction significantly affect the level of customer loyalty of the customers of All needs supermarket Takoradi It was therefore recommended that staff of All needs supermarket should pay special attention to their service quality and the factors that drive customer satisfaction

*Effects of Perceived Service Quality on Customer Loyalty and Repurchase Intentions. The Mediating Role of Customer Satisfaction* Shahrukh Salman, 2017-09-19 The primary objective of this study is to gauge the effect of perceived service quality on customer loyalty and repurchase intentions through customer satisfaction in Lahore Pakistan Therefore the significance of customer satisfaction for customer loyalty and repurchase intentions is explained Customer satisfactions play a mediating role between perceived service qualities customer loyalty and repurchase intentions The population of the research is constituted of the potential customers of Lahore and the sample size amounts to 230

*Satisfaction: A Behavioral Perspective on the Consumer* Richard L. Oliver, 2014-12-18 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 contents are applicable to all consumables product or service Author Richard L Oliver traces the history of consumer satisfaction from its earliest roots and brings together the very latest 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

**The Satisfaction of Change** Manlio Del Giudice, Maria Rosaria Della Peruta, 2016-11-04 This book analyzes the impact of the digital economy on customer satisfaction shopping experience resistance to change script theory and loyalty The model introduced assumes that online markets have led to a redefinition of the concepts of loyalty and shopping scripts as a way to reduce customers cognitive effort by optimizing purchase time and increasing the speed and satisfaction of the shopping experience It describes the utility function of the script by retaining customer loyalty and making the customer more reluctant to abandon his regular supplier It also explores the difficulty faced by the higher churn rate on the Internet and the minimization of search costs by integrating more functionality to achieve the ultimate goal of behavioral and cognitive loyalty The authors provide an analysis in a digital view of the economic theory of switching costs and the resulting lock in mechanisms which in a classical economy are often a barrier to disloyalty It is a useful and effective tool for online businesses their main managerial and strategic implications and the adaptability to existing contexts

**Online Customer Loyalty** Roberta C. Nacif, 2012-12-06 Over the last few years companies paid more attention to managing customer relationships both effectively and efficiently Among others this led to an increased use of so called self service technologies SSTs For example financial services are provided at lower costs and in an effective way through ATMs airlines encourage their customers to use check in machines and online retailers offer advice through low cost media only Such SSTs require hardly any personnel and the customer him herself so to say designs and provides the service This development is reinforced by new telecommunication media and information technologies as well as by the increased diffusion of the Internet Given that services play an important role in retaining customers both academics and practitioners are interested in the question of how an increased use of SSTs affects repeat purchase behavior and the attitude of customers From an theoretical point of view only a few publications focused on the effects of customer satisfaction SST quality trust self stated behavior evaluation of a company s complaint management customer knowledge about a firm s products and past purchasing behavior on repeat purchase intentions and repatronage This literature gap is prevalent both conceptually and empirically Roberta Nacif who submitted this book as her dissertation at WHU Otto Beisheim Graduate School of Management filled some of this gap with her work

**Sustainable Digital Technology and Ethics in an Ever-Changing Environment** Muneer Al Mubarak, 2025-07-13 Digital technology contributes to sustainability as it positively impacts society and environment improves efficiency and minimizes waste It is best functioned when ethics in technology and privacy are fully considered Digital ethics deals with the impact of digital information on societies and the environment Issues that are of concern include privacy information overload Internet addiction and robotics Digital ethics



pays special attention to developing rules and moral guidelines that individuals and companies should follow when interacting with technology Digital ethics gives guidelines on what is the right thing to do and wrong thing to avoid No doubt that the emergence of digital technologies such as IoT and AI can improve people's life and organizations efficiency but should be appropriately governed Today's society places a growing emphasis on sustainability and digital technologies as they are essential to attaining sustainable development Digital technologies can be used to lessen negative environmental impact conserve resources and create communities that are more resilient Digital technologies can help to promote sustainability through the utilization of renewable energy sources Sustainable environmental practices can benefit from the transition to digital technology revolution Sustainability solutions are developed and put into practice using a variety of technologies including AI big data analytics IoT social media as well as mobile technology To discover infections that occur in the river systems for instance smart water management systems an AI based technology is being utilized Data obtained from such technologies may be used to analyze the problem of water contamination and create and execute remedies Additionally through lowering waste and carbon emissions AI IoT and Big Data analytics technologies improve the sustainability of corporate activities Technology is an essential aspect of modern life and it has transformed the way people communicate work and interact with each other drastically over the last few decades While technology has brought many benefits it has also created ethical challenges Technology ethics is a field of study that seeks to understand and address the ethical challenges posed by the advancement and development of technology

*Antecedents of Brand Loyalty in the Commercial Airline Industry* Hadj Smail Mustapha, 2013 Building and maintaining long term relationship with customers is a key element of the relationship marketing philosophy this requires an understanding of the customer-firm interaction The concept of brand loyalty can be employed to emphasize the attitudinal and behavioural aspects of this relationship This study aims to investigate the antecedents of brand loyalty in the conventional airline industry in Malaysia and gain an understanding of the dimensions of brand loyalty Moreover it investigates the impact of customer satisfaction service quality perceived value and brand image on brand loyalty In addition to this the study follows the composite approach and proposes that brand loyalty consists of a behavioural dimension and attitudinal dimension The questionnaire data was collected from 327 airline passengers travelling from and to Malaysia Two stage Structural Equation Modelling SEM was followed to test the research model and hypotheses of this study Therefore the analysis of data showed that the two dimension model of brand loyalty was significant indicating that brand loyalty consists of attitudinal and behavioural dimensions Furthermore it was found that there were significant relationships between the variables except for four paths The four insignificant paths were the relationship between service quality and attitudinal loyalty airline image and customer satisfaction service quality and attitudinal loyalty through customer satisfaction and airline image and attitudinal loyalty through customers satisfaction The results of testing the structural model also indicated that customer satisfaction mediates the relationship between perceived

value and brand loyalty      **The Impacts of National Character on Critical Factors of Customer Satisfaction and on Customers' Behavioral Intentions in Service Organizations** Ladis Komba,1997      **Customer Loyalty and Brand Management** María Jesús Yagüe Guillén,Natalia Rubio,2019-09-23 Loyalty is one of the main assets of a brand In today s markets achieving and maintaining loyal customers has become an increasingly complex challenge for brands due to the widespread acceptance and adoption of diverse technologies by which customers communicate with brands Customers use different channels physical web apps social media to seek information about a brand communicate with it chat about the brand and purchase its products Firms are thus continuously changing and adapting their processes to provide customers with agile communication channels and coherent integrated brand experiences through the different channels in which customers are present In this context understanding how brand management can improve value co creation and multichannel experience among other issues and contribute to improving a brand s portfolio of loyal customers constitutes an area of special interest for academics and marketing professionals This Special Issue explores new areas of customer loyalty and brand management providing new insights into the field Both concepts have evolved over the last decade to encompass such concepts and practices as brand image experiences multichannel context multimedia platforms and value co creation as well as relational variables such as trust engagement and identification among others

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