A STUDY OF CUSTOMER LOYALTY AND SATISFACTION TOWARDS SALES INDIA IN AHMEDABAD CITY

MS. PRATIMA SHUKLA¹, DR. KISHOR BARAD²

¹RESEARCH SCHOLAR, MEWAR UNIVERSITY
²RESEARCH GUIDE, MEWAR UNIVERSITY

ABSTRACT

In today’s era of intense competition customer loyalty and customer satisfaction has become very important for retailers. Generating a new customer costs more than satisfying an existing customer. As a result, the retailers should focus on satisfying the needs and wants of customers. The retailer should fulfill the expectations of the customers in order to generate profit and survive in the existing market. This paper attempts to find out the gap between perception and expectation of the customer towards Sales India. Further, the paper also identifies the level of satisfaction of the customers and customer loyalty towards the store. A sample size of 100 respondents was taken from Ahmedabad city.

KEY WORDS: Customer loyalty, Customer satisfaction, Retailing, Perception, Expectation.

REFERENCES

• A. Pughazhendi and Dr. D. SudharaniRavindranimm, “A study on impulsive buying behaviour and satisfaction towards retail outlet in Big Bazaar Coimbatore”, IJRCM, Volume No. 2 ,Issue No. 10, pp. 51-54


• http://business.mapsofindia.com/india-retail-industry/indian-organized-retail-market.html


• Naresh K Malhotra & Satyabhushn Dash (2009), Marketing Research, 5th edition Pearson Education New Delhi


• SeyyedehMohaddesehSeyyednejad, HosseinAlipur and Mohammad Feizi (2013), Surveying the Relationship Between Relationship Marketing and Customer Loyalty Case Study: Pasargad Bank in Mazandaran province, International Journal of Management and Social Sciences Research (IJMSSR, Volume 2, No. 3, pp. 71-75


• TafadzwaMachirori and OlawaleFatoki ,“An empirical investigation into the extent of customer satisfaction and customer loyalty at big retail stores in King William’s Town, South Africa”

• U. Dineshkumar& P.Vikkraman (2012),“Customers’ Satisfaction towards Organized Retail Outlets in Erode City”,IOSR Journal of Business and Management (IOSRJBM) ,Vol. 3, pp. 34-40

• www.businessdictionary.com/definition/customer-loyalty.html