"A STUDY ON CUSTOMER'S BRAND LOYALTY AND SATISFACTION AT GODREJ SMART INTERIOR SOLUTIONS, BENGALURU "

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ABSTRACT

This study explores the connection between customer brand loyalty and satisfaction. It investigates how these factors impact business success and provides insights for effective marketing strategies. Data was collected through a questionnaire administered to diverse customers, measuring variables like brand loyalty, satisfaction, perceived value, trust, and brand image. Statistical analysis revealed a significant positive relationship between customer satisfaction and brand loyalty. Perceived value, trust, and brand image were identified as key drivers. The findings highlight the importance of delivering value, building trust, and maintaining a positive brand image to enhance customer satisfaction and foster loyalty. The study's implications include focusing on improving perceived value, trust, and brand image to increase customer satisfaction and loyalty. The research contributes to customer behavior and marketing knowledge, offering guidance for developing successful strategies. Future research could explore factors like customer engagement and emotional attachment to the brand.

I. INTRODUCTION

Building and keeping a loyal customer base is essential for any business' long-term success in the fiercely competitive business environment of today. Businesses spend-a lot of money on customer relationship management and marketing techniques in order to both acquire new customers-and keep their current ones. Customer happiness and loyalty are two-important factors that affect brand performance and customer retention. These connected concerns have received considerable study interest from both academics and marketing experts.

Customer brand loyalty is the propensity of consumers to continue making repeat purchases of goods or services from a certain company over time. Customers that are loyal to a brand show a strong preference for it and are more inclined to pick it over rivals. Perceived value, emotional attachment to the brand, and recurrently pleasant brand experiences are some of the factors that influence brand loyalty.

II. REVIEW OF LITERATURE

Ahmed Muneeb Mehta & Maham Tariq (2018): The customer benefit provided by the brand, which conveys the brand essence to the clients, is a crucial component of brand image in the catering sector. Studies on customer happiness and the integration of brand image could be applied to the establishment of brand image to fully meet customer satisfaction based on the process to progressively develop the brand image in the catering sector.

AG Rahim, & IU Ignatius, & Olusola Elizabeth Adeoti (2019): By examining the connection between customer experience, brand image, and customer loyalty, this study advances current service research. In other words, this study shows that the quality of the service provided has an impact on how customers perceive their interactions with service providers. Also, this study has some managerial ramifications.

Aris Insan Waluya, & M Ali Iqbal, & Rhian Indradewa (2019): An analysis of a representative sample of the hotel's target clients was done. The study aimed to identify the explore the benefits of loyalty, pinpoint important perks for the customers, and assess the existing performance. There is a relationship between satisfaction and loyalty. The findings show there was a non-linear link between loyalty and satisfaction.

Bilsen Bilgili, & Emrah Ozkul (2022) : The study of Brand Loyalty and Consumer Loyalty will become more important as the market gets more competitive with substitute goods and services. To compete with competition, producers need to comprehend customer behaviour. It's possible that shoppers are irrational beings who decisions that are not supported by logic.

Cleopatra Veloutsou (2022): The results of the current study support the idea that there is a strong correlation between customer satisfaction and brand image; however, they do not support the idea that customer satisfaction can foster loyalty intentions in the absence of brand image. As a result, marketing managers must understand that they must first establish a strong brand image and should not attempt to foster customer satisfaction.

OBJECTIVES

1. To study the emerging marketing environment for the furniture market in India

2. To know Godrej smart interior solution's brand value and service satisfaction of the customers

3. To analyse the customers brand loyalty and satisfaction on Godrej smart interior solution

HYPOTHESIS

Hypothesis-1

H0: - There is no significance difference between brand loyalty and customer's satisfaction

H1: - There is a significance difference between brand loyalty and customer's satisfaction

III. DATA AND METHODOLOGY

RESEARCH DESIGN

A population, circumstance, or phenomena is intended to be correctly and methodically described through descriptive study. What, where, when, and how inquiries can be answered, but why questions cannot. A descriptive research strategy can study one or more variables using a wide range of research techniques.

SAMPLE DESIGN

The sample size chosen for my research study is 100 responses and these responses include users.

SOURCE OF DATA

Primary data: - Primary data is defined as information gathered directly from the researcher, the person or organization doing the research, or both. It is unique information that has never before been gathered, processed, or examined by anybody else. Primary data is gathered through a variety of techniques, including surveys; focus groups, interviews, observations, and experiments.

Secondary data: - Secondary data is defined as information that has already been gathered, processed, or examined by another party. Information is frequently accessible through reports that have been published, databases, and other sources like scholarly publications, governmental organizations, and private market research companies.

METHOD OF DATA COLLECTION

Questionnaire: In this instance, a closed-ended questionnaire should be created where responders might select from a list of pre-written answers.

ANALYTICAL TOOLS AND TECHNIQUE

The study used correlation analysis and chi-square test to test out the proportion

IV. DATA ANALYSIS AND FINDINGS

ANALYSIS: - 1

5.Correlations

		How likely are you to recommend Godrej brand to 5s?	How does Godrej brand is better compare to other brands in terms of quality?	How does Godrej brand offer value for money when compared to other brand?	How does Godrej brand compare to other brands in a terms of customer service?	How likely are you to switch to a competitor brand?	Customer satisfaction
How likely are you to recommend Godrej brand to 5s?	Pearson Correlation	1	.289**	.145	.270**	.261**	.492**
	Sig. (2-tailed)		.004	.150	.007	.009	.000
	N	100	100	100	100	100	100
How does Godrej brand is better compare to other brands in terms of quality?	Pearson Correlation	.289**	1	.523**	.452**	.264**	.619**
	Sig. (2-tailed)	.004		.000	.000	.008	.000
	N	100	100	100	100	100	100
How does Godrej brand offers value for money when compared to other brand?	Pearson Correlation	.145	.523**	1	.543**	.200*	.509**
	Sig. (2-tailed)	.150	.000		.000	.046	.000
	N	100	100	100	100	100	100
How does Godrej brand compare to other brands in terms of customer service?	Pearson Correlation	.270**	.452**	.543**	1	.223*	.463**
	Sig. (2-tailed)	.007	.000	.000		.025	.000
	N	100	100	100	100	100	100
How likely are you to switch to a competitor brand?	Pearson Correlation	.261**	.264**	.200*	.223*	1	.451**
	Sig. (2-tailed)	.009	.008	.046	.025		.000
	N	100	100	100	100	100	100
Customer satisfaction	Pearson Correlation	.492**	.619**	.509**	.463**	.451**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

INTERPRETATION: -

1. How likely are you to tell others about Godrej brand?

Each item in the table has a positive correlation with this question; however the link is not very significant. The correlation indices range from 0.145 to 0.492. According to the data and p-values (p 0.05), some of these correlations are statistically significant.

2. How does Godrej brand compare to other brands in terms of quality: - The correlation coefficients for current inquiry, which spans from 0.264 to 0.619, show moderately favourable correlations with all other parameters. Statistics show that each of these connections is significant.

3. How does Godrej brand offer value for-money when compared to other brands: - Although considering how weak the relationships are there is a positive association between this question and other variables. From 0.145 to 0.509, the correlation coefficients are measured. These associations include a few that are statistically significant.

ANALYSIS 2:

Descriptive Statistics

	Mean	Std. Deviation	N
Customer satisfaction	1.8525	.58371	100
Brand Loyalty	1.8180	.56361	100

Customer satisfaction:

The mean (average) customer satisfaction score is 1.8525.

The standard deviation, which measures the spread or dispersion of the data, is 0.58371.

The sample size (N) for customer satisfaction is one hundred, indicating that the data represents one hundred observations.

Brand Loyalty:

The mean brand loyalty score is 1.8180.

The standard deviation for brand loyalty is 0.56361.

The sample size (N) for brand loyalty is also one hundred.

Correlations

~		Customer satisfaction	Brand Loyalty
Pearson Correlation	Customer satisfaction	1.000	.757
	Brand Loyalty	.757	1.000
Sig. (1-tailed)	Customer satisfaction	.	.000
	Brand Loyalty	.000	.
N	Customer satisfaction	100	100
	Brand Loyalty	100	100

1. Pearson correlation coefficients:

Customer happiness and brand loyalty have a correlation coefficient of 0.757.

This suggests that the two variables have a significant positive association

2. Significance (p-values):

Customer-satisfaction and brand-loyalty are correlated, with a p-value of 0.000.

The correlation is statistically significant, as evidenced by this.

Sample size (N):

Customer happiness and brand loyalty both have a sample size of 100, meaning that the data contains 100 observations for each variable.

According to the table, there is an overall very substantial positive-correlation between customer-satisfaction and brand-loyalty (0.757). This demonstrates that brand loyalty often increases along with consumer satisfaction and vice versa. The correlation is statistically significant (p 0.05), which makes it improbable that the association could have arisen by pure chance.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.757[a]	.572	.568	.38364	.572	131.177	1	98	.000

a. Predictors: (Constant), Brand Loyalty

b. Dependent Variable: Customer satisfaction

R: R is 0.757, which is the correlation coefficient. It shows the magnitude and direction of the linear relationship between the dependent variable (customer happiness) and the predictor variable (brand loyalty). The correlation coefficient in this instance shows that brand loyalty and customer happiness have a very strong, positive link.

ANOVA

Model		Sum of Squares	of	Mean Square	F	Sig.
1	Regression	19.307	1	19.307	131.177	.000[b]
	Residual	14.424	98	.147		
	Total	33.731	99			

a. Dependent Variable: Customer satisfaction

b. Predictors: (Constant), Brand Loyalty

Regression:

Sum of Squares: The regression model's squared sum is 19.307. It indicates the overall variability in the predictor variable (Brand Loyalty), which is explained by the dependent variable (Customer Satisfaction), Customer Satisfaction.

Degrees of Freedom (of): Because there is just one predictor variable included in the regression model, it has one degree of freedom.

Mean Square: By dividing the sum of squares by the degrees of freedom, the mean square is computed. The mean square in this instance is 19.307, which represents the typical amount of variability that the regression-model was able to explain.

V FINDINGS

- Most comments come from those between the ages of 20 and 25.

- It was found that most of the answers came from women.

- It has been shown that the majority are classified as PG.

- The bulk of respondents' average-monthly incomes -were found to be less than 25,000.

- It was found-that-many responses had been chosen within the previous six months.

VI. CONCLUSION

In conclusion, the goal of this study was to investigate the connection between customer happiness and brand loyalty at Godrej Smart Interior Solution in Bengaluru. The results provided significant new information about the elements that influence consumer loyalty and happiness in the context of this particular brand. Godrej Smart Interior Solution consumers in Bengaluru generally demonstrated a high degree of brand loyalty and happiness. The company has been successful in establishing a devoted customer base thanks to its dedication to providing cutting-edge and high-quality interior solutions and its strong customer-centric approach.

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