REVIEW PAPER ON CUSTOMER SATISFACTION AND BRAND LOYALTY

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ABSTRACT

This paper evaluation the research on how to measure the level of CS, and classify research articles in accordance with their approaches and methodologies. Another necessary contribution of this study is to recommend some criteria which have to be considered to make CS measurement a leading indicator of financial performance. The main goal of this paper is to contribute to the present research with the aid of studying the models having linkages between service quality, customer satisfaction, and customer loyalty and summarize these models to have some ideas for future research on the groundwork of critical evaluation of the available literature. The paper, firstly, examines different models of linkages between service quality, customer satisfaction, and customer loyalty suggested in the literature. The purpose of this paper is to review the extant literature on the relationship between the four variables i.e. E-CRM, customer experience, customer satisfaction, and customer loyalty in the context of the banking industry. The precis of the findings revealed that even though there are significant and positive relationships between these four variables however the relationship between E-CRM and customer experience has not been truly explored in the extant literature.

Keywords: Customer Satisfaction, Customer Loyalty, Detergents, Sampling Technique.

INTRODUCTION

During World War I and again in World War II, there was a shortage of animal and vegetable fats and oils that were used in making soap. Chemists had to use other raw materials instead, which were "synthesized" into chemicals with similar properties. These are what are known today as "detergents."

Today, most things we call "soap" are actually detergents. It has become so common to call detergents "soap," that most people would be confused if you asked for a "liquid hand detergent" when shopping. [1]

Market size of detergent

Detergents Market (Product: Cationic Detergents, Anionic Detergents, Zwitterionic [Ampholytic] Detergents, Non-ionic Detergents, and Bio-based Cleaners; Form: Liquids/Gels, Powders, and Tablets/Bars) - Global Industry Analysis, Size, Share, Growth, Trends, and Forecast, 2022-2031

i. The **global detergents market** was valued at **US$ 120.7 Bn** in **2021**
ii. It is estimated to expand at a CAGR of **4.3%** from 2022 to 2031
iii. The **global detergents market** is expected to reach **US$ 176.3 Bn** by the end of **2031**

Rise in Hygiene Awareness Due to Increase in Prevalence of Infectious Diseases

People are becoming more conscious about cleanliness and hygiene due to rise in prevalence of infectious diseases, including COVID-19. Rapidly developing infectious diseases such as norovirus, influenza, etc. has increased the importance of hand sanitization, hygiene, and cleanliness. This has stimulated the demand for hand sanitizers, laundry, and household cleaning products, which is expected to further propel the detergents market during the forecast period. [2]

Companies Focus on Developing Environment-friendly Detergent Products

There is an increasing demand for sustainable cleaning products and zero-waste laundry detergents in developing countries. Eco-friendly laundry detergents are enzyme-based products made without using artificial dyes or fragrances. Manufacturers are engaged in manufacturing detergents that are phosphate-free, biodegradable, and do not contain harmful ingredient such as petroleum-based chemicals. Sodium Dodecyl Sulfate (SDS) is a most common plant-based anionic surfactant used in cleaning products, as they are free from harmful chemicals, artificial dyes, fragrances, animal by products, and brighteners.

High Cost a Major Challenge Faced by Market Players

The global detergents market is projected to advance at a robust CAGR throughout the assessment period. However, high cost of raw materials is a major factor hampering market growth. In addition, increasing environmental regulations on harmful solvents, including perchloroethylene, etc. which is lucratively used in dry laundry detergents, is expected to hinder the growth of detergents market. Hence, companies in the detergents market are increasing R&D activities to develop economical, safe, and innovative products to generate revenue opportunities in the global market.

Growth of Laundry Care Application Segment to Drive Global Detergents Market

In terms of revenue, the laundry care segment accounted for more than 50% share of the global detergents market in 2021. The segment is expected to expand significantly during the forecast period, owing to the increase in awareness about hygiene among consumers.

Demand for liquid laundry detergents has been rising substantially since the last few years. This can be attributed to an increase in per capita consumption of detergents, primarily in developing countries around the world. The per capita consumption of laundry detergents is rising significantly, primarily in economies such as China, India, Brazil, and countries in ASEAN. The detergents market in South Asia is expanding rapidly, owing to the increase in disposable income and growth of the middle class population in the region. This is likely to drive the demand for laundry detergents during the forecast period.

Global Detergents Market: Key Developments

- On **March 8, 2019,** Oxiteno introduced a new product line of enzyme formulations for detergents products. The new product line of enzyme formulation products is called Oxizymes, which have been developed for detergent formulators. These formulators are manufactured to target users of inexpensive detergent products in North America. This strategic development enabled the company to increase its customer base across the cleaning industry.

- On **January 23, 2019**, Kao Corporation introduced a new revolutionary product 'Attack Zero,' a liquid laundry detergent. This formulation was launched in Japan to meet the demand for concentrated formulations in household laundry and commercial laundry products. The company developed a formulation for liquid detergents through its main components base, Bio IOS, as a key ingredient. It expects that the product to deliver zero stains, zero odor, and zero detergent residue.

- On **April 15, 2021**, BASF SE expanded its EcoBalanced portfolio for the detergents & cleaners industry, as well as industrial formulators. Expansion of the EcoBalanced portfolio offers customers more environmentally friendly, high-quality solutions without compromising on performance.

Detergent market in India

The India detergents market was valued at INR 42,827.4 crore in 2019 and is projected to reach INR 73,660.4 crore by 2027; it is expected to grow at a CAGR of 7.0% from 2020 to 2027.

The home care products market in India has been growing with rising population as well as increased awareness about health and hygiene, and considerable increase in per capita disposable income. Rapid urbanization and changing lifestyles of people also drive the demand for these products. [3]

However, concerns rose with the spread of various diseases, such as COVID-19 in the current scenario, has increased awareness regarding sanitization. Thus, consumers have started spending more on homecare products.

Ghadi Detergent advertising journey

Lore has it that the founders of Ghadi detergent were inspired by the tremendous success of Nirma who within a short span became a market leader taking over giants like HUL's Surf. Amidst no hullabaloo was born Ghadi Detergent with a vision to not compete but build an identity of its own in the already chaotic market. We take a look at the Ghadi detergent advertising journey to relive the brand's passion.

Holding the very nerve of the Indian market with affordable pricing, penetrating the desi household in the *nukkads* and *naakas*, the helmers of Ghadi detergent slowly pushed the visibility limits in

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adjoining markets of Bihar, Madhya Pradesh, and Punjab. When the competition rooted for all things premium, Ghadi stayed upright to its roots and concentrated on delivering quality within an accessible-for-all price range.

Selling the 'Maha Shaktishali' Ghadi Detergent

The mainstream TV advertising for Ghadi only paced in the later years when the company identified the need to market itself to the whole nation while it had already captured loyal consumers in the northern states. The urban markets were ruled by Nirma, Surf, and Wheel where Ghadi looked at building a niche with its hyper-local approach by investing in print and TV.

Lacking huge sums to get on board any celebrity endorser in the early times, Ghadi relied primarily on out-of-home and on-field events to spread the word about its detergent and bar cake. In the summer of 2008, the 'Ghari Detergent Express' campaign ran between Lucknow and Guwahati for a period of two months with an insight that "The train is the medium that the masses interact with".

With a belief that the Indian consumers are one of the most discerning buyers in the world and what they expect is performance but at prices that give value for money, Ghadi detergent built its communication blueprint in a way to grab the pulse of the nation and play it around 'trust' and 'quality with affordability.

Customer satisfaction

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services.

An organization's main focus must be to satisfy its customers. This applies to industrial firms, retail and wholesale businesses, government bodies, service companies, nonprofit organizations, and every subgroup within an organization. [4]

There are two important questions to ask when establishing customer satisfaction:
1. Who are the customers?
2. What does it take to satisfy them?

Customer Satisfaction measurement

Every day unsatisfied customers cost businesses a lot of money. In fact, studies show that 80% of customers will switch companies after one poor service experience.
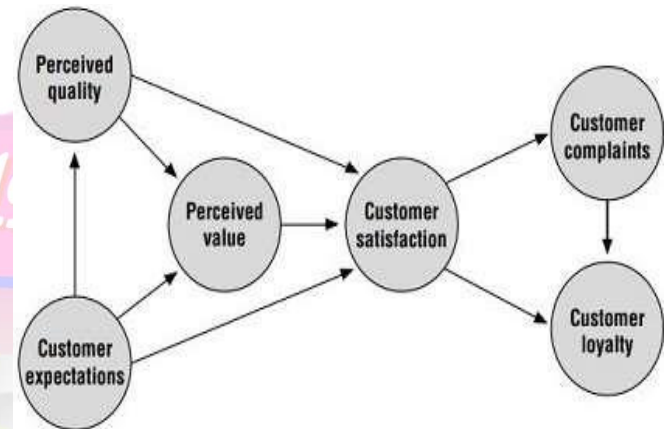

Figure 1. Model of Customer Satisfaction

The first step to overcoming this is to admit that you have room for improvement. The second step is to measure customer satisfaction to find out where you currently stand.

Measuring customer satisfaction doesn't have to be complicated or expensive. In fact, it's fairly simple to incorporate customer satisfaction measurement into your current customer success strategy.

No matter how you cut it, measuring satisfaction comes down to gathering customer feedback via surveys and customer data. To accurately gauge customer sentiment, we'll need to ask people how their experience was, then compare it against quantitative reports.

Of course, there are multiple ways you can conduct a survey, from its design to its timing, its sample size, and even how you analyze the data. Regardless of the approach you choose, you need to take some fundamental steps to ensure your business profits from its investment.

Steps for Measuring Customer Satisfaction
1. Define your goals.
2. Outline a plan.
3. Choose a type of customer satisfaction survey.
4. Customize your survey's layout and questions.
5. Determine your survey's trigger.

6. Select your survey medium.
7. Analyze your survey data.
8. Make adjustments and repeat.

Brand loyalty

Unlike customer loyalty, which is money-based (prices and discounts), brand loyalty is perception-based (image and experience). Brand-loyal customers believe that a certain brand represents both higher quality and better service than any competitor—and the price does not matter. Brand-loyal customers might make fewer total purchases, but the profit margins on their purchases are larger. Once established, brand loyalty is fairly easy to retain—assuming, of course, that product quality and service level remain high. Brand loyalty is also less expensive to retain than customer loyalty, which requires constantly offering low prices and regular discounts to maintain best-deal-on-the-market status. [5]

OBJECTIVES OF THE STUDY

1. To study the customer prospective on selection of detergent brands
2. To evaluate the impact of customer satisfaction on purchasing detergent brands
3. To evaluate the impact of brand loyalty on purchasing detergent brands

LITERATURE REVIEWS

The report emphasized the role and the importance of customer satisfaction and loyalty. Customers are the link to a business success. A business organization should focus on a huge number of customers, for this customer satisfaction and loyalty should be incorporated along the long-term goals. This thesis was implemented to an analysing the relationship between customer satisfaction and customer relationship. The objective of this research is to study the concept of customer satisfaction, customer loyalty and its relationship. The theoretical background chapter reviews studies on customer satisfaction and customer loyalty and the relationship between these two terms. Various methods that have been widely used to measure customer satisfaction and the outcome results of having loyal customers are presented. The thesis presents best practices and the relevant recommendation on how to improve Trivsel customer satisfaction level. The research reveals that the current service level of Trivsel can be marked as positive and customers are very satisfied with the service. However, improvement on certain things should be done in order to increase the level of customer satisfaction. [7]

The purpose of this study is to explore the effects of three customer perceptions (perceived quality, brand image, price fairness) on customer satisfaction and Brand loyalty. A combination of a convenience and judgmental sample survey of 584 mobile phone users, from undergraduate students of major universities in Damascus, was used to the test the hypotheses. The results illustrate that customer satisfaction significantly affects customer loyalty. Also, the factors of perceived quality, brand image and price fairness affect Brand loyalty. Customer perception of perceived quality, brand image and price fairness are almost equally to build up the satisfaction. We suggest that managers should consider perceived quality and price fairness as foundations to build up customer satisfaction, Brand loyalty and, also to improve brand image as an added on value for customers. [8]

Packaging acts as the salient salesman for tangible products. The verbal and nonverbal elements of packaging perform as the tool of sales promotion because of changing self-service and changing consumer's lifestyle. So, it performs a significant role in creating marketing communication and influencing consumer's purchase decision in detergent industry like other industry. Thus, the paper aims to know the role of packaging on buying detergent powder in Bangladesh. Considering the impact of various elements of packaging on purchasing detergent powder, a conceptual framework was developed by extensive literature review and tested by using structural equation modeling taking 200 usable questionnaires. The result shows six components of packaging: Packing Color, Background Image, Font Style, Wrapper Design, Printed Information, and Packing Innovation that have impacts on purchase decision [9]

The paper is help to understand the customer satisfaction with washing machine. The survey was based on formal interview with the customers directly and the responses are collected through questionnaire. The sample size for this research is only 100 respondents and the area selected to do the

survey is Tirupur. Here convenience sampling method was adopted to conduct the survey. The main aim of this study is to find out of the level of customer satisfaction and suggests them the means to improve the satisfaction level, which will help them to increase their sales. The companies should concentrate on improving on to understand buying behavior, demonstration provision, delivery of product, follow up of calls and service camps. [10]

The main purpose of this paper is to utilise the customer-based brand equity (CBBE) model of David Aaker (Aaker, 1991) to examine the influence of brand equity on customer satisfaction in midscale and budget hotels in Jaipur. This study recruited 250 respondents who regularly visit the identified branded midscale hotels of Jaipur. In this paper, managerial implications of CBBE is proposed to provide a reference tool for the management of the brand equity of these midscale hotels and to enhance their brand value. The negative impression, which existed in the minds of consumers of midscale and budget hotels, is being replaced by a perception of affordability, efficiency, and good experience. The fast-changing market equation has positively impacted the midscale hotels segment. It can be seen from the competition among domestic as well as international hospitality operators in this segment. Midscale hotels are being redefined with new concepts, innovations, and strategies. Now they are mini full-service hotels being recognised as business class and installed with the basic facilities, targeting a specific market of mid-rank business executives and price sensitive corporate customers. Budget hotels reasonably priced with good service, style, and better ambience demonstrate professionalism. With heavy demand and less supply of midscale and budget hotels in Jaipur, hotel management has to stick to brand equity in order to maintain customer satisfaction, which in turn leads to profit. [11]

Based on a review of related literature, a theoretical model was developed to examine the impact of brand identification, brand trust, brand relationship quality, and perceived quality on brand loyalty. This research employed both qualitative and quantitative methods, with the latter being the dominant approach. The qualitative stage used in-depth interviews to determine the relevance of existing constructs in the theoretical model in the context of Vietnam. A mall-intercept survey was conducted in

the two largest cities in Vietnam, with 400 consumers who gave responses to the constructs' measurement scales in relation to clothing brands bought in the last six months. The measurement scales used in the survey were assessed and refined, and then the theoretical model and hypotheses were tested. The results indicated that brand trust and brand relationship quality are the two important antecedents of brand loyalty, with brand trust showing the largest effect. In addition, the effect of brand identification on brand loyalty was mediated mostly by brand trust or by brand relationship quality. The results also showed that the effect of perceived quality on brand loyalty was mostly mediated by brand trust. [12]

One of the purposes of this dissertation was to do research about brand awareness; to see to what extent it matters when purchasing the first time in an unfamiliar environment. One of the objectives was to determine if there were any differences in buying behaviour between the chosen cultures. The research group was limited to the students from China, India and Iran at Kristianstad University. Due to the low number of participants from India, we had to exclude them from our analysis. The research questions were important since they structured the problem that was to be answered and made it easier to limit the scope of the dissertation. The questionnaires that were handed out reflected our research questions. This made it possible to observe which product the students recognised most and which product they recognised least. The result was used in our analysis. We used the statistic computer program SPSS, to easier see the significance of the results. The conclusions of the dissertation was that all investigated factors had some importance for choice of brand, while quality had a greater effect on brand choice than brand awareness. Further, there was no difference in buying behaviour between the cultures. Finally, it was not possible to state any differences in buying behaviour the first time compared to today. [13]

Brand loyalty is becoming increasingly important for brands in the competitive market. To get brand loyal customers is something that every brand should strive for, since they are a great source of possible income. Getting customers involved in a brand is a way to create brand loyalty. Customers have stronger reactions when exposed to a brand

and, therefore, involvement is often seen as an important step in a company's brand strategy. The purpose is to explore how low product involvement is related to brand loyalty. A qualitative study with an exploratory approach using semi- structured interviews. The empirical investigation demonstrated that customers could be brand loyal to low involvement products through the facets pleasure, risk probability, quality, and sentimentality. [14]

The paper is aid to apprehend the consumer satisfaction with washing powder. The survey was once primarily based on formal interview with the consumer immediately and the responses are ensuing through questionnaire. The sample size for this lookup is only 242 respondents and the district chosen to do the survey is Thanjavur. Here convince sampling approach was once adopted to conduct the survey. The most important intention of this find out about is to locate out of the stage of consumer delight and suggests them the capability to enhance the pride level, which will help them to extend their sales. The agencies pay attention on enhancing on to apprehend buying behavior, demonstration provision, delivery of product, observe up of calls and service camps. [15]

Fast moving consumer goods (FMCG) sector is an important contributor to the India's GDP growth. Currently, FMCG industry is the fourth largest sector in the Indian economy and provides employment to around 3 million people. Over the years, India FMCG sector has been growing at a healthy pace on account of growing disposable income, booming youth population and increasing brand consciousness among consumers. The aim of this research work is to study the customer's satisfaction towards FMCG products. The researcher highlights the consumer perception towards fast moving consumer goods in Thoothukudi District of Tamilnadu. The study is started with the objective of examining socio economic background of respondents, analyzing factors motivate for purchasing FMCG products, identifying brand awareness and brand perception towards FMCG products. This paper reveals that consumer behaviour is largely affected by place, product price, and promotion, people' influence and market wide factors. However effect of these factors also differ from product to product. [16]

This paper measures patterns of loyalty for variants of a product, such as different pack sizes or flavour. Unlike brands, product variants are functionally highly differentiated. The study undertakes large-scale analysis of panel data and the results shows that product variants can attract markedly different loyalty levels. However, these different loyalty levels are closely related to big differences in the variants' market shares – higher loyalty predictably goes with higher sales. Some variants were found to be very popular, and some are bought by only a fraction of the market. However, neither large nor small variants seem generally to attract a special or unusually loyal customer base. The functional differentiation embodied in product variants therefore affects consumers' preferences but not the persistence of these preferences, i.e. loyalty. The study also illustrates a methodological basis for the analysis of consumer panel data. The mathematical model used here provides benchmarks for the variants' loyalty measures. The study has practical implications in analysing market performance of variants, customer switching behaviour, and understanding the relationship between product differentiation and consumer choice. [17]

This study examines relationship between overall product quality and level of customers' brand loyalty with regard to fast moving brands of Detergents in Yola. Specifically, the study asked: whether significant relationship exists between product quality and customer brand loyalty and whether significant relationship exists between customer satisfaction and customer brand loyalty. A cross sectional survey was conducted to gather quantitative data by means of structured questionnaire. Two hypotheses were tested using Pearson Product Moment Correlation and Multiple Regression Analysis. It was revealed that positive correlation exists between product quality and customer brand loyalty and also between customer satisfaction and customer brand loyalty. The study concluded that marketers of fastmoving consumer brands of detergents that are determined to stay competitive in the business environment will have competitive advantage over rivals by making sure the quality of their products becomes their priority in order to retain their customers. It is therefore recommended that marketers of fast moving consumer brands of detergents should focus and invest more on product quality management to

ensure loyalty of customers as this could be used as major competitive tool against competitors and ensure positive word of mouth reference. [18]

The general objective of this study was to establish whether customer's brand loyalty can be adopted as a customer retention strategy by East African Breweries Limited (EABL). The study was driven to determine the impact of brand loyalty reward schemes on customer retention at EABL; to identify what strategies EABL is using to attract and retain customers; and to assess the extent of brand loyalty that EABL customers have on their brands in Kenya. The study adopted a descriptive research design. The study targeted customers of EABL in Nairobi County. Using stratified sampling technique, a sample size of 100 customers was selected. Questionnaires were used as instrument of data collection. Descriptive statistics was adopted in data analysis using means, standard deviation, frequency and percentages. Multiple regression analysis was used to determine the significance of the relationship. The analysis was presented in tables, graphs and explanations given in prose. The study findings revealed that EABL customers are loyal to the Company's products. This has helped in customer retention as the customers consume EABL's products frequently and regularly especially male consumers, those employed and who are in their 30s and above. EABLs has come up with a number of reward and loyalty programs that drives-up consumption of their products through branding by focusing on value propositions inherent in their products. Examples include selling their brand as a Kenyan product instilling the feeling of patriotism and positioning their products in the market as prestigious and of class. This has helped forestall brand switching. [19]

This study sought to ascertain the relationship existing between product differentiation and customer loyalty of selected soap/detergent products customers in Anambra State. The study was anchored on the Resource-Based Theory and Differentiation Theory. A correlation survey design was adopted for the study. The customers of various commonly used soap/detergent products in Anambra State constituted the population of the study which was 2401 and the sample size was 331 arrived through the application of Krejcie and Morgan sample size determination formula. Data were gathered through a structured questionnaire and analyzed using mean ratings, on a threshold of 5-point Likert-scale and correlation analysis to test the relationship existing between the variables of the study. Findings depicted a very high statistical relationship ($r = 961$, probability value $< .05$) between product quality and customer preference of selected soap/detergent products customers in Anambra State. Hence, it was concluded that increased deployment of a product differentiation strategy increases customer loyalty of the product. [20]

This research attempts to detect some brand loyalty key specific antecedent variables based on three groups of measurements: consumer involvement, perceived brand value (consumer brand equity), and customer satisfaction. Questions that drove the study were: which variables from which of the three dimensions would have the major effect on loyalty measurements? Would the explicatory variables be consistent across all product categories? 649 respondents were divided into six product categories. Regression models were obtained for each product category and for each loyalty measurement. Perceived brand value variables tended to have the higher impact on loyalty measurements. Self-identification with the brand (self-congruence) and perceived brand quality tended to be the variables with the major effect on loyalty measurements across all product categories. [21]

A product which can be a physical object or a service should be functional and emotional to satisfy the customer's need, and to offer value, be delivered as the way customer demanded. Also, it has to include other specific elements like providing customer services. New product is the result of a creative and unique idea that is able to make consumers satisfied. In the process of new product development, it should not be thought that the change will only be on product physically but also on every aspect of the product. The difference between ideas increases production of different goods. The different kind of goods can positively affect the customers' opinion about a business. When a new business starts to produce a product which satisfies customer's need, then the demand of competitor's product which was already in the market may be decreased. Establishment of new

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product development (NPD) departments and their direct influence in the production process is crucial for businesses. They can determine demand and needs of consumers by applying different theories. These theories can be classified as (i) product-service systems, (ii) the Kano model, (iii) conjoint analysis, (iv) the product value matrix and (v) quality function deployment. [22]

This research study was carried out in Pakistan in which the brand switching mind set of Muslim consumers was studied. The researcher conducted this research in four different universities of Pakistan. Brand switching is the process and choosing to switch from the routine usual brand to different but of the similar type was studied. Brand switching, Brand fascination behavior of customers was observed. The findings of this research revealed that there is significant relationship between religion, Islamic branding and Islamic marketing mix and brand switching behavior. This study was aimed to find the effect of religion on brand switching behavior of the consumers. It was noticed that Muslim's are more attached to the Islamic brands as they do have strong faith. It was suggested by the researcher that the companies in Pakistan need to differentiate themselves in their promotional messages by highlighting the customer's religious preferences to stop their brand switching behavior. [23]

The life style of common person has been changed such that the soap in daily life is become one of the essential components. With advancement in the life style, different types of soaps are manufactured by the various industries based on fragrance, prize, quality etc. In order to assess the level of brand awareness of different consumers in Nagpur city, a survey is carried out. Nagpur city is selected for survey due to a huge market potential and being a second capital in Maharashtra. Customer satisfaction has been widely accepted as an important issue for many marketing surveys and is commonly used as a marketing standard of a company's performance especially for FMCG like bath soaps. The observations show that the satisfied customer is more likely to display loyalty behavior with the brand of the product. The customer rarely diverts from the brands which they use unless and until product quality and prize remain unchanged. The survey data is exclusively analyzed to gather

information about various brand features, consumers' loyalty and awareness level. On the basis of previous years' data, five soap brands are considered for this analysis. The convenience sampling method is used by taking sample of 100 users. The analysis results show that the people are aware about the brand of the product on the basis of quality and most of them are dedicated to their preferred brand. [24]

The study is going to analyze the impact of customer satisfaction and brand image on brand loyalty. The impact has been seen by the data obtained from the consumers of Gujranwala, Pakistan. Questionnaire survey was conducted to obtain data from randomly selected University of the Punjab, Gift University, Indus Industries and local society consumers. A sample of about 200 respondents was obtained in a period of one month and their responses were further tested on SPSS software by applying different statistical techniques. Results concluded that the customer satisfaction and brand image both have a significant positive impact on the brand loyalty. Study revealed that the impact of brand image on brand loyalty was greater than the impact of customer satisfaction. Furthermore, this research elaborates that the customers can be made loyal to the brand by providing satisfaction through better quality services and communicating and developing a good brand image through accurate positioning. Practical implications, research limitations and the future study directions also have been given in this paper. [25]

This research attempts to detect some brand loyalty key specific antecedent variables based on three groups of measurements: consumer involvement, perceived brand value (consumer brand equity), and customer satisfaction. Questions that drove the study were: which variables from which of the three dimensions would have the major effect on loyalty measurements? Would the explicatory variables be consistent across all product categories? 649 respondents were divided into six product categories. Regression models were obtained for each product category and for each loyalty measurement. Perceived brand value variables tended to have the higher impact on loyalty measurements. Self-identification with the brand (self-congruence) and perceived brand quality tended to be the variables with the major effect on

loyalty measurements across all product categories. [26]

Consumer behaviour refers to the selection, purchase and consumption of goods and services for the satisfaction of their wants. There are different processes involved in the consumer behaviour. Liquids are especially effective on food and greasy soils and in pre-treating spots and stains prior to washing. Liquid detergents dissolve better, reducing water temperature worries or soap cake lumps on clothes. This paper gives a comprehensive picture of the consumers' behaviour in using liquid detergent. A sample size of two hundred respondents is selected for the research from Thoothukudi town. The study quantitatively analyses the consumers' profile, mode of washing, requirements of liquid detergent and the satisfaction level of consumers in using liquid detergent using primary data. Appropriate findings and suggestions are given in the paper. [27]

Brand Loyalty is the only tool for any company to survive in a severe competition. Brand helps in creating relationship between consumer and producer. In this research we study and investigated the effect of service quality, perceived quality, perceived value, brand trust and customer satisfaction on brand loyalty. The service quality, perceived quality and value were determined to be input variables; brand trust and customer satisfaction were determined to be intervening variables; and brand loyalty was determined to be the output variable. Conceptual model was designed to explain the factors on brand loyalty. Our study based on a self-administered survey that was conducted in Bahawalpur setting. Data were collected from the randomly selected 150 Hewlett Packard product consumers. Our study results provide a better understanding about brand loyalty among customers for companies to analyse and part played by each element in the progress of brand loyalty. Moreover it highlights the crucial role played by affective elements. [28]

METHODOLOGY

This chapter constitutes the methodology involved in accomplishing the objectives of this study. The study is based on survey methodology which is conducted by making appropriate questionnaire on the basis of the hypotheses.

Research Design

Research Design is defined as the framework developed by a researcher for the techniques as well as research methods. The research design selected by the researcher is selected according to the subject matter and which enhances the methodology. The framework of research design is developed and studied to attain success.

Following are the three essential components of research design are as follows:

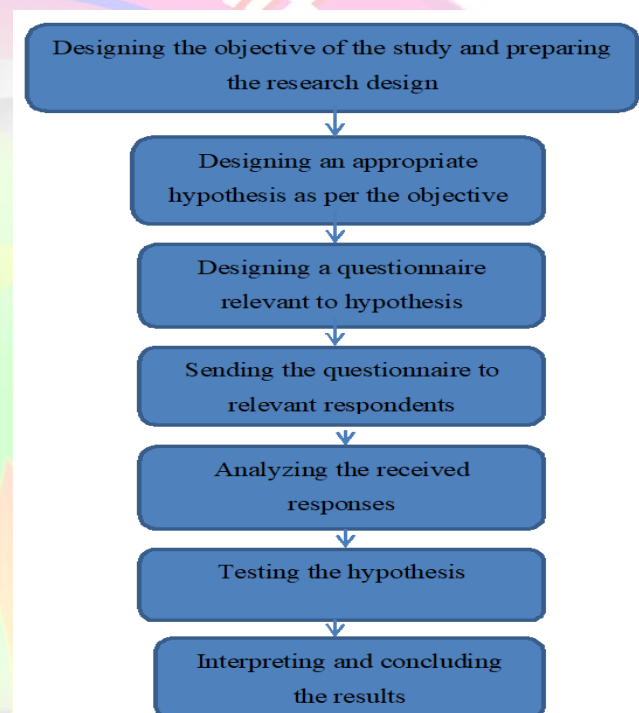- Data collection
- Measurements
- Data analysis

Figure 2. Design of Process

Methods of data collection

The procedure of gathering, calculating and analyzing the data with the use of standard validated techniques is how data collection is defined. On the basis of data gathered, hypothesis can be evaluated by the researcher. Regardless of the ground of research, data collection becomes most important and primary for the researcher. On the basis of different field, the approach of collected data is different as per their requirement.

Questionnaire design

Creation of question is one of the significant parts of survey of any research. With the help of questions, one can easily observe the opinions of

samples, their experience and behaviour. If the questions are built on the basis of biased form then all the data collected will be considered waste. So accurate random sampling is very important and response rate should be high as well. Writing of good questions and their organization are the good measures to be involved in the study.

Designing of the Sample

When a sample is designed correctly, it means that a proper road map is created for the research. The designing of the sample will extensively affect the base upon which the samples from the surveys are collected and will also badly affect various significant aspects of the surveys. Generally, the researches attempt to collect data or samples in respect to population or universe through the surveys as per the requirement of their study. It is considered as mandatory step that the researcher pre-defines a frame for the sampling in respect to the target audience or population through which the collection of the samples will be made. It is possible that either the frame constructed for the sampling is a part of the population of totally identical to it. Hence, it may result in under coverage of the research or create a relation which will be indirect to the population.

Sampling technique

Through the sampling technique, researchers are allowed to conclude information and data from a result which is obtained on the basis of a population. It benefits the researchers to avoid investigating each individual for the completion of their target study. This helps in reducing the cost and also in saving the time period with hectic work. Additionally, it makes it easy to derive data and information from the sample. The technique must be integrated with sufficient power for detecting the correct association when the data available is large in size.

CONCLUSION

This paper can be useful for managers to gain primary conceptual ideas of the methodologies used for measuring CS and additionally the criteria which make CS measurements more likely as a driver of financial performance when they are satisfied.

This find out about attempts to assessment most of the popular methodologies for measuring CS such as NCSI, SERVQUAL, MUSA, DEA, Ordered Probit and Ordered Logit model, etc.

For this objective, this paper tries to suggest standards which should be satisfied to make the CS measurements as leading indicator of financial performance.

Second, the paper summarizes all the models to have an idea of their practical implications and highlight the areas for further research. Further, service quality has positive impact on customer satisfaction and customer loyalty.

This research developed a linkage between service quality, customer satisfaction and customer loyalty and got here out with direct and indirect results of service high-quality on customer loyalty via customer satisfaction.

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