

# Factors Affecting Customer Loyalty In The

Research Paper (postgraduate) from the year 2016 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A, Institute of Computers and Business Management -School of Business Excellence, language: English, abstract: Today, every business wants to have loyal customers, as it knows that loyal customers provide more benefit than non-loyal ones. Therefore, to retain their existing customers and make them loyal, the businesses have understood the importance of customer loyalty programs. But they are unable to develop and maintain an appropriate loyalty program. Therefore, the aim of this study is to understand the importance of customer loyalty application provided by third party and to determine the various factors which influence the decision of the merchants to select a customer loyalty application provided by third party. To achieve the objectives, data from various merchants was collected. The research methodology used in this research report is quantitative in nature, where primary data was collected from respondents using structured questionnaire. The respondents were asked various questions, where few questions were open-ended questions, some questions had multiple options, and the remaining questions were to be rated on a Likert scale. The data collected was analyzed using the SPSS tool. Two types of analysis were performed on the data: Frequency Analysis and

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Factor Analysis.

"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.

This book presents high-quality, original contributions (both theoretical and experimental) on software engineering, cloud computing, computer networks & internet technologies, artificial intelligence, information security, and database and distributed computing. It gathers papers presented at ICRIC 2019, the 2nd International Conference on Recent Innovations in Computing, which was held in Jammu, India, in March 2019. This conference series represents a targeted response to the growing need for research that reports on and assesses the practical implications of IoT and network technologies, AI and machine learning, cloud-based e-Learning and big data, security and privacy, image processing and computer vision, and next-generation computing technologies.

Description: A report by the Institute of Grocery Distribution based on a survey of factors which influence customers' choice of shop.

This volume constitutes the refereed proceedings of the Third International Conference on Internationalization, Design and Global Development, IDGD 2009, held in San Diego, CA, USA, in July 2009 in the framework of the 13th International Conference on Human-Computer Interaction, HCII 2009 with 10 other thematically similar conferences. The 57 revised papers presented were

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carefully reviewed and selected from numerous submissions. The papers accepted for presentation thoroughly cover the entire field of internationalization, design and global development and address the following major topics: cross-cultural user interface design; culture, community, collaboration and learning; internationalization and usability; ICT for global development; and designing for eCommerce, eBusiness and eBanking.

With the increasing competition on the market, customer loyalty has become a decisive factor for long-term business profits. At its high, customer loyalty connotes the high entry barriers the competitor faces when entering the market, and it contributes significantly to a reduction of marketing costs. To attract new customers, companies are required to invest a lot of time and money which can result in uncertainties and risks over longer periods of time. The number of loyal customers as a sign of market share is more significant than the total number of customers. More loyal customers translate to high profits. Loyal customers will continue to purchase or receive the product or service from the same enterprises, and they will be willing to pay higher prices for the quality products and first-class services, thereby increasing sales revenue. Consequently, the focus of many enterprise managers at this point is on marketing management aspects to 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

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the telecommunication industry and, consequently, the Nigerian telecom 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. This book discusses the conference that forms a unique platform to bring together academicians and practitioners

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from industrial engineering and management engineering as well as from other disciplines working on production function applying the tools of operational research and production/operational management. Topics treated include: computer-aided manufacturing, Industry 4.0, big data and analytics, flexible manufacturing systems, fuzzy logic, industrial applications, information technologies in production management, optimization, production economy, production planning and control, productivity and performance management, project management, quality management, risk analysis and management, and supply chain management.

Many business-to-business (B2B) managers think that customers act rationally and base decisions mostly on price, customer loyalty isn't considered. Companies outsource various activities, which enable them to improve efficiency, reduce costs, focus more on core competencies and improve their innovation capabilities. Supply Chain Management synchronizes the efforts of all parties—particularly suppliers, manufacturers, retailers, dealers, customers—involved in achieving customer's needs. Despite much research, the relationship between customer loyalty and the supply chain strategy remains insufficiently explored and understood by practitioners and academics, while the theme has been extensively developed within marketing literature. Customer Loyalty and Supply Chain Management is the result of years of work by the authors on different projects concerning the overlapping areas of supply chains, logistics and marketing, drawing a connection between the literature

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to provide a holistic picture of the customer loyalty framework. Emphasis is given to the B2B context, where recent research has provided some clues to support the fact that investment in operations, new technologies and organizational strategy have had a significant role in understanding B2B loyalty, particularly in the context of global supply chains. Moreover, the book provides a modernized and predictive model of B2B loyalty, showing a different methodological approach that aims at capturing the complexity of the phenomenon. This book will be a useful resource for professionals and scholars from across the supply chain who are interested in exploring the dimension of customer loyalty in the challenging supplier and customer context.

In an ever-expanding economic world, the need for new businesses with the ability to create and evolve simultaneously is paramount to ensure success. Hybrid business models are essential to foster growth and promote prosperity. *Start-Up Enterprises and Contemporary Innovation Strategies in the Global Marketplace* is a critical scholarly resource that examines the relationship between worldwide industry and the need for up-to-date technologies and methods to support such an inclusive market. Featuring coverage on a diverse range of topics such as corporate social responsibility, collaborator empowerment, and start-up enterprise ecosystems, this book is geared toward managers, researchers, and students seeking current research on the interaction between modernization and the expansion of markets to accommodate worldwide industry.

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Factors influencing on customer loyalty and brand preference for BT cotton seed; It is worldwide accepted truth that "Customer is King" thus, it is important to know how consumers behave in the market. How customer prefer one product over another and which are the different factors affecting on the preference. The agriculture is the important for every country. In India, Various types of crops are cultivated and farming is one of the major income sources in the rural area. The BT cotton is one of the major crops in the Gujarat. The book aiming to find out the various factors affecting on the customer loyalty and brand preference for BT cotton. This book shows the ground reality and will helpful to marketers in designing the policies and strategies. This book presents the proceedings from the International Symposium for Production Research 2020. The cross-disciplinary papers presented draw on research from academics and practitioners from industrial engineering, management engineering, operational research, and production/operational management. It explores topics including: · computer-aided manufacturing; Industry 4.0 applications; simulation and modeling big data and analytics; flexible manufacturing systems; decision analysis quality management industrial robotics in production systems information technologies in production management; and optimization techniques. Presenting real-life applications, case studies, and mathematical models, this book is of interest to researchers, academics, and practitioners in the field of production and operation engineering.

This two-volume set LNCS 11588 and 11589 constitutes the refereed proceedings of the 6th International Conference on Business, Government, and Organizations, HCIBGO 2019,

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held in July 2019 as part of HCI International 2019 in Orlando, FL, USA. HCII 2019 received a total of 5029 submissions, of which 1275 papers and 209 posters were accepted for publication after a careful reviewing process. The 63 papers presented in these two volumes are organized in topical sections named: Electronic, Mobile and Ubiquitous Commerce, eBanking and Digital Money, Consumer Behaviour, Business Information Systems, Dashboards and Visualization, Social Media and Big Data Analytics in B

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 people 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 to be innovative and get 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. Furthermore, they also can identify which factors will influence customer loyalty most and made innovative changes to keep track and add value to their fast food restaurants.

This book covers topics like big data analyses, services, and smart data. It contains (i) invited papers, (ii) selected papers from the Sixth International Conference on Big Data Applications and Services (BigDAS 2018), as well as (iii) extended papers from the Sixth IEEE International

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Conference on Big Data and Smart Computing (IEEE BigComp 2019). The aim of BigDAS is to present innovative results, encourage academic and industrial interaction, and promote collaborative research in the field of big data worldwide. BigDAS 2018 was held in Zhengzhou, China, on August 19–22, 2018, and organized by the Korea Big Data Service Society and TusStar. The goal of IEEE BigComp, initiated by Korean Institute of Information Scientists and Engineers (KIISE), is to provide an international forum for exchanging ideas and information on current studies, challenges, research results, system developments, and practical experiences in the emerging fields of big data and smart computing. IEEE BigComp 2019 was held in Kyoto, Japan, on February 27–March 02, 2019, and co-sponsored by IEEE and KIISE.

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

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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 supplier choice. With a constant stream of developments in the IT research field, it seems only practical that there be methods and systems in place to consistently oversee this growing area. Managing Information Resources and Technology: Emerging Applications and Theories highlights the rising trends and studies in the information technology field. Each chapter offers interesting perspectives on common problems as well as suggestions for future improvement. Professionals, researchers, scholars, and students will gain deeper insight into this area of study with this comprehensive collection. This book represents the work of a team of theorists and practitioners from various Central and Eastern European countries who offer a multidisciplinary approach to security and safety issues which companies in international and domestic trade, as well as consumers, are facing nowadays. Contributions range from the topics of terrorism and piracy, various aspects of theft and theft prevention, to the challenges of security and privacy in electronic and mobile commerce. Therefore, the book is a powerful resource in solving problems because it not only considers security, privacy, and ethical issues, among others, but also discusses how to prevent them before they occur.

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This book gathers selected papers presented at the Fourth International Conference on Mechatronics and Intelligent Robotics (ICMIR 2020), held in Kunming, China, on May 22–24, 2020. The proceedings cover new findings in the following areas of research: mechatronics, intelligent mechatronics, robotics and biomimetics; novel and unconventional mechatronic systems; modeling and control of mechatronic systems; elements, structures and mechanisms of micro- and nano-systems; sensors, wireless sensor networks and multi-sensor data fusion; biomedical and rehabilitation engineering, prosthetics and artificial organs; artificial intelligence (AI), neural networks and fuzzy logic in mechatronics and robotics; industrial automation, process control and networked control systems; telerobotics and human–computer interaction; human–robot interaction; robotics and artificial intelligence; bio-inspired robotics; control algorithms and control systems; design theories and principles; evolutionary robotics; field robotics; force sensors, accelerometers and other measuring devices; healthcare robotics; kinematics and dynamics analysis; manufacturing robotics; mathematical and computational methodologies in robotics; medical robotics; parallel robots and manipulators; robotic cognition and emotion; robotic perception and decisions; sensor integration, fusion and perception; and social robotics.

Master's Thesis from the year 2006 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,5, Maastricht University, 88 entries in the bibliography, language: English, abstract: Although this research is also occupied with customer loyalty programs it examines a new customer loyalty model which tests the influence of reward systems on the value perception of a loyalty program. Thus, the thesis introduces an empirical research on a two part model,

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whereas one part differentiates between direct and indirect premiums (type of reward) and the second part investigates the differences between delayed and proactive reward programs (timing of reward). The study aims at finding differences between the type and the timing of reward on the value perception of a loyalty program, which is new in academic research. In addition, this study grounds on the automobile industry, i.e. a high involvement setting, in contrast to prior academic science which focused on the low involvement setting. The inclusion of moderating factors that contain information on customer's relationship maintenance motivation and relational benefits shall also help to shed light on differences in value perception according to the level of dedication or constraint based relationships. In addition, the degree of social, confidence and special treatment benefits is also assumed to manipulate the value perception of loyalty programs as moderating factors. Lastly, the study discovers relationships between the type and the timing of reward. The study results clearly reveal that there is no difference between direct and indirect rewards, whereas the proactive system demonstrates to have an obviously higher value perception than delayed rewards. Furthermore, the moderating factors partly prove to influence value perception. Hence, dedication based relationships favour direct rewards over indirect rewards and the proactive system over the delayed system. The study aims to achieve the objectives listed below; to examine the influence of emotion, brand image, trust, and convenience on customer loyalty; to examine the influence of emotion, brand image, trust, and convenience on customer satisfaction; to examine the relationship between customer satisfaction and customer loyalty; to investigate the mediating effect of customer satisfaction in the relationship between emotion, brand image, trust, convenience and customer loyalty.

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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.

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