Customer Satisfaction and Customer Loyalty at Jayashree Textiles

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ABSTRACT

This study explores the pivotal relationship between customer satisfaction and customer loyalty in the context of Jayashree Textiles, a unit of Grasim Industries under the Aditya Birla Group. Using a mixed-methods research design, including structured interviews and a questionnaire survey (n=30), the study identifies key drivers of satisfaction such as service quality, product reliability, price fairness, and responsiveness. The findings confirm a strong positive correlation between satisfaction and loyalty, with implications for strategic improvements in customer relationship management and brand retention efforts. The paper concludes with recommendations for enhancing satisfaction to foster enduring customer loyalty.

Keywords: Customer Satisfaction, Customer Loyalty, Jayashree Textiles, Relationship Marketing, Service Quality, Brand Management, Textile Industry

I. INTRODUCTION

Customer satisfaction and loyalty are core determinants of sustainable competitive advantage. The study begins by acknowledging the rising importance of personalized service and customer-centric strategies. It highlights the evolving nature of consumer expectations, and the necessity for businesses to consistently exceed these expectations to retain loyal customers.

II. RESEARCH METHODOLOGY

Customer satisfaction is defined as a customer's post-consumption evaluative judgment (Kotler, 2016). Loyalty, conversely, is the behavioral outcome stemming from satisfaction and positive engagement (Oliver, 1999). Existing models, such as the Kano Model and Customer Value Tree, emphasize aligning customer expectations with delivered value. Studies by Heskett et al. (2011) and Thomas & Tobe (2013) underline the profitability and sustainability associated with retaining loyal customers.

Research Objectives
- To examine the impact of customer satisfaction on loyalty at Jayashree Textiles.
- To identify factors that influence satisfaction and loyalty (e.g., service, pricing, responsiveness).
- To evaluate customer repurchase intentions and brand advocacy behavior.

Research Methodology
A mixed-method approach was used:
- Primary data were collected via structured questionnaires and semi- structured interviews.
- Sample Size: 30 valid customer responses.
- Sampling Method: Convenience sampling.
- Analysis Techniques: Descriptive statistics and thematic interpretation of open-ended feedback.

III. RESULTS, FINDINGS, AND DISCUSSION

Satisfaction Levels
87% of respondents agreed that Jayashree Textiles understands their needs, with 50% reporting satisfaction and 37% strong satisfaction with services.

Loyalty Indicators

70% expressed strong or extreme likelihood to repurchase. 74% indicated they would recommend the brand, showing advocacy potential.

Service Response

77% of respondents received timely responses. 80% rated Jayashree's responsiveness as "very responsive."

Perceived Value

While most found product value acceptable or excellent relative to price, 33% found it exceeded expectations—indicating a pricing-value sweet spot.

IV. MANAGERIAL IMPLICATION

The study recommends:
- Enhancing complaint redressal systems.
- Providing employee training on customer service and empathy.
- Leveraging ICT and social media for customer engagement.

- Designing loyalty reward systems and personalized services.
- Strengthening branding through storytelling (e.g., Linen Club).

V. CONCLUSION

This research confirms the strong link between customer satisfaction and loyalty. By understanding the needs of customers and meeting or exceeding their expectations, Jayashree Textiles can deepen its brand engagement and customer retention. The study supports customer satisfaction as both a strategy and metric of long-term business success.

VI. SUGGESTIONS

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