CUSTOMER SATISFACTION AND CUSTOMER LOYALTY TOWARDS FACES AND COLORBAR COMPANY

Management

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ABSTRACT

This paper underlined the job and the significance of consumer loyalty and adoration. Buyers are the ladder connecting to business progress. A business association should concentrate on an enormous number of buyers, for this consumer loyalty and prominence ought to be fused along the long-haul objectives. This proposition was executed to a dissecting the connection between consumer loyalty and client relationship.

This paper's theory additionally examines the variables that have sway on consumer loyalty and result in client trustworthiness. And we have Suggestions on improving the organization quality and getting client maintenance are at last proposed.

In this paper, the hypothetical foundation section surveys consider on consumer loyalty and client consistency and also the connection between these two terms. So, different strategies that have been broadly used to quantify consumer loyalty and the result after effects of having faithful clients are displayed. The paper introduces best practices and the applicable proposal on the most skillful method to improve consumer loyalty level. This outcome was practiced utilizing a quantitative and subjective research technique by methods for a poll.

Taking everything into account, the examination uncovers that the present help level of can be set apart as positive and buyers are very happy with the administration. Nonetheless, improvement for specific things ought to be done so as to expand the degree of consumer loyalty and customer satisfaction. It is prescribed that the organization ought to improve its administration with respect to input framework, actualize staff preparing just as lead customary promoting effort to draw in new clients and furthermore to, they can also easily engage existing clients about up and coming occasions.

KEYWORDS

Customer Satisfaction, Customer Loyalty, Marketing, Relationship, Service Quality, Value.

INTRODUCTION

Customer Satisfaction is defined as a proportion that reflect how happy customers are with a company's products, services, credentials and they provide good according to t -heir preferences. Customer satisfaction information, including many more surveys a dandy rating, 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 buyers. This applies to industrial firms, retail and wholesale businesses, government bodies, service companies, nonprofit organizations, and every subgroup within an organization.

There are two important questions to ask when establishing customer satisfaction:

Who are the customers?
What does it take to satisfy them?

MODEL OF CONSUMER SATISFACTION
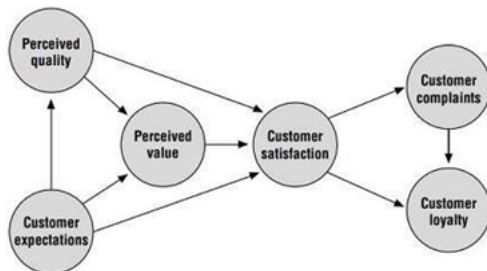
Customer loyalty can be a result of customer satisfaction, but only along with a lot of other factors. In this article, I break down why customer satisfaction isn't the same thing as loyalty, and how you can measure and increase your own customer loyalty benchmarks. If customer satisfaction is a short-term win, customer loyalty is the long-term goal and this is the major factor of any company. constant customers will spend more with your company over their lifetime. They will recommend you to family and friends and that will help us to create more customers. They will stick with you because they want to, not because they have to. Loyal customers are the supreme goal of any company that wants to stay in business.

Customer loyalty has two sides – how a customer feels and talks, and how a customer actually behaves. For example, a customer might recommend you to family and friends, but never repurchase again. On the flip side, a customer might be using your product on a monthly subscription plan, but deeply unhappy that they don't have another option. Both are examples of loyalty displaying in different ways.

1. Measuring Customer Loyalty
2. Measuring feelings
3. Measuring behavior

LITERATURE REVIEW

Customer Loyalty Constant clients know about their preferred brands and all the more ready to give it a shot and investigate suggestions and any inventive new items. Measurements (advertising) assessed that the likelihood of offering something to new prospects is just around 5-20%, while the likelihood of offering something to a current client is 60-70%. For a similar measure of activity to sell something, anticipated deals are higher from constant clients.

Faithfulness is something that purchasers my display to brand administration and exercises. dedication is fate of individuals rather then something inalienable in brand. Faithfulness is an action that occasionally brings association with brand it is communicated in term of uncovered conduct. Frame of mind might be estimated by soliciting how much from the individuals are intrigued toward a specific brand, feel like connected to it and furthermore prescribe that brand to other people, and dynamically show affections for it, relative of contending brands. Accomplishing Customer Loyalty! The Role of Customer Satisfaction and Customer Retention...

It is 6 to multiple times more costly to obtain new clients than catching up your regulars. By concentrating on client dedication and building your image your constant clients will be a solid in fluencer to get new prospects to evaluate your image significantly decreasing the related expenses in attaining clients, collect devotion and get a gathering of free sales reps to spread the affection for your image.

Customer Satisfaction

If a company provides a product according to the requirements of their consumers it will lead the satisfaction of consumers. The lower or higher satisfaction of a consumer will depend upon the quality of brand characteristics that are offered by a company. The reason why customer satisfaction directly affects bottom line profitability is quite simple it costs far less to retain a happy client. Businesses that have been successful retaining their loyal clients have shown over time to consistently increase profits. The impact of customer loyalty is impossible to overlook. A totally satisfied customer contributes 17

times to revenue as somewhat dissatisfied customer.

Dissatisfied customer decreases revenue at a rate equal to 18 times what a totally satisfied customer contributes towards company. Researchers have shown that if a customer is satisfied with a company or service, he/she is likely to share their experience with other people. While dissatisfied customers likely tell another ten people of their bad experience. Social media-readily available, tell that story of bad experience to online users etc. You can easily go to Twitter or Facebook and read about some experiences regarding a company or service.

Customer satisfaction customer relationships and service quality leads to profitability and market share Rust and Customer satisfaction leads to customer loyalty and this also leads to profitability. When customers are satisfied with a high-quality service offering after its use then they can be expected to engage in repeat purchase and even try line extensions and thus market share can be improved.

Achieving customer focus requires leveraging existing customer information to gain deeper insight into the relationship a customer has with the company and enhancing customer-service related processes so that the services are not inaccurate and free of error for the customers. Marketing aspect contributes towards customer satisfaction with a product of purchase repetition, indulgence of extension for the product line and a positive word-of-mouth advertising.

METHODOLOGY
This research paper demonstrates to discover the factors that influence customer loyalty.

Data collection: In this research paper a questionnaire has been used for the collection of data. It was distributed among the students of University of car. Mangalam and friends and relatives.

Sample size: The sample size for this study is of 51 respondents.

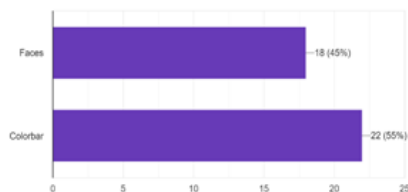**Time period:** The time period to complete our research paper took almost 10 days.
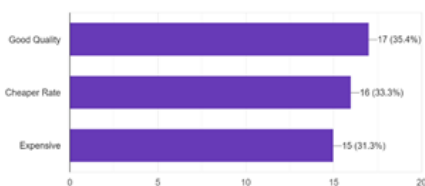
ANALYSIS

Ques.1.

Ques.2)

Ques.3)
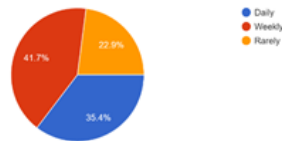
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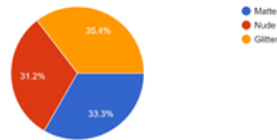
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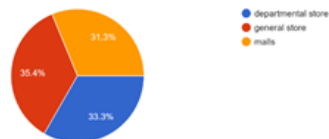
Ques.6)

Ques.7)
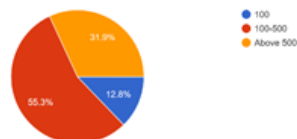
Ques.8)

FINDINGS
In this research I found out that 92.2% of respondents used lipstick and 7.8% did not.
- 45% of people used faces brand and 55% of people used color bar brand.
- This paper reflects that the 25.4% respondents used these cosmetic because of good quality, 33.3% respondents used these cosmetic because of a cheaper rate, and 31.3% Respondents used these brands cosmetic because they were expensive ones.
- This paper reflects that 35.4% respondents used these both brands daily, 22.9% respondents used these both brands weekly and 41.7% respondents used these brands rarely. They used these products according to their preferences when they wanted them to be used.
- This paper shows that 35.4% of respondents used matte lipstick, 31.2% of respondents used nude shade lipstick and 33.3% respondents used glittered lipstick.
- This research shows that 31.3% respondents purchased lipstick from malls, 33.3% respondents purchased lipstick from a departmental store and 35.4% respondents purchased lipstick from general store. What they preferred and which one was easier for them.

- In this research I found out that 35.4% respondents were influenced by the Internet, 16.7% respondents were influenced by T. V and 47.9% of respondents were influenced by magazines.
- In this research I found out 12.8% of respondents spent Rs.100 in a month, 55.3% of respondents spent Rs. 100 to 500 in a month and 31.9% respondents spent above Rs. 500 in a month.

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