

Customer Experience and Brand Loyalty in Crescent Infotech at Erode

Mr.V.Arun prasath¹, Ms. K. Kavitha²

¹Student, School of Management Studies, Karpagam College of Engineering, Coimbatore, Tamil Nadu

²Professor, School of Management Studies, Karpagam College of Engineering, Coimbatore, Tamil Nadu

ABSTRACT

This study explores the relationship between customer experience and brand loyalty with specific reference to Crescent InfoTech in Erode. In today's competitive IT service environment, delivering a superior customer experience has become a key determinant of long-term business success. The research aims to analyze how factors such as service quality, customer satisfaction, and trust influence customer loyalty toward the brand. A structured questionnaire was used to collect data from customers who have interacted with Crescent InfoTech. The findings indicate that a positive customer experience significantly enhances customer satisfaction and builds trust, which ultimately leads to higher brand loyalty. Customers who perceive consistent service quality are more likely to engage in repeat purchases and recommend the brand to others. The study highlights the importance of focusing on customer-centric strategies to improve retention and competitive advantage. It also suggests that businesses must continuously evaluate customer feedback and service performance. Overall, the research contributes to understanding how customer experience acts as a foundation for building strong and lasting brand relationships in the IT service sector.

Keywords: *Customer Experience, Brand Loyalty, Customer Satisfaction, Service Quality, Trust, Customer Retention, IT Services, Crescent InfoTech, Erode, CRM, Consumer Behaviour.*

INTRODUCTION

Customer experience has emerged as a critical factor influencing brand success in modern business environments. It encompasses every interaction a customer has with an organization, from initial contact to post-service support. In the IT services industry, where competition is intense, organizations like Crescent InfoTech must prioritize customer satisfaction to sustain growth. Brand loyalty refers to a customer's commitment to repurchase or continue using a brand consistently over time. It is influenced by emotional connection, perceived value, and trust. This study focuses on Crescent InfoTech in Erode, aiming to understand how customer experience contributes to building brand loyalty among its clients. Factors such as service quality, responsiveness, and reliability play a crucial role in shaping customer perceptions. When customers receive consistent and high-quality service, they are more likely to develop trust and remain loyal. The introduction of digital tools and CRM systems has further enhanced the ability of companies to manage customer relationships effectively. This study seeks to provide insights into how improving customer experience can lead to increased customer retention and long-term business success.

REVIEW OF LITERATURE

Previous studies have extensively examined the relationship between customer experience and brand loyalty. According to Smith and Brown (2020), customer satisfaction is a key driver of brand loyalty, as satisfied customers tend to engage in repeat purchases. Kumar and Mehta (2019) emphasized the role of trust in establishing long-term relationships between customers and organizations, particularly in the IT sector. Similarly, Lee and Wong (2018) highlighted that service quality significantly influences customer perceptions and loyalty behaviour. The concept of customer experience includes multiple dimensions such as emotional response, service efficiency, and personalization. Research indicates that a positive experience enhances customer satisfaction, which in turn strengthens trust and commitment. Several models suggest that customer experience acts as a mediator between service quality and brand loyalty. In addition, technological advancements have enabled companies to gather real-time feedback and improve service

delivery. The literature clearly establishes that organizations focusing on customer-centric strategies achieve higher levels of loyalty. However, limited research has been conducted specifically in regional IT firms like Crescent InfoTech, creating a gap that this study aims to address..

SCOPE OF THE STUDY

The scope of this study is limited to analysing the relationship between customer experience and brand loyalty with specific reference to Crescent InfoTech in Erode. The research primarily focuses on customers who have previously interacted with the company's services. It examines key factors such as service quality, customer satisfaction, and trust, and how these variables influence brand loyalty. The study is confined to a specific geographical area, Erode, which helps in gaining in-depth insights into customer perceptions within a localized context. It does not cover other branches or companies in the IT sector, thereby limiting generalization of findings. The research also focuses on current customer experiences rather than long-term behavioural changes over several years. Both primary and secondary data are utilized to support the analysis. The findings of this study can help Crescent InfoTech improve its customer relationship strategies and service delivery. Additionally, the study provides a foundation for future research in similar industries by identifying key variables affecting brand loyalty.

STATEMENT OF THE PROBLEM

In today's competitive IT service industry, retaining customers has become a major challenge for organizations. Despite offering quality services, many companies struggle to build long-term relationships with their customers. Crescent InfoTech in Erode faces similar challenges in ensuring consistent customer satisfaction and maintaining brand loyalty. Customers often have multiple service providers to choose from, making it difficult for companies to retain them. The lack of understanding of customer expectations and experiences can lead to dissatisfaction and reduced loyalty. Furthermore, inadequate service quality, poor communication, and lack of trust can negatively impact customer retention. Therefore, it becomes essential to identify the factors that influence customer experience and how they contribute to brand loyalty. This study aims to address the problem by analysing the relationship between customer experience variables such as service quality, satisfaction, and trust, and their impact on brand loyalty. Understanding these factors will help the organization develop effective strategies to enhance customer retention and strengthen its market position.

RESEARCH OBJECTIVES

Primary Objective:

1. To study the impact of customer experience on brand loyalty at Crescent InfoTech in Erode.

Secondary Objectives:

1. To analyze the effect of service quality on customer satisfaction.
2. To examine the relationship between customer satisfaction and brand loyalty.
3. To evaluate the role of trust in influencing customer loyalty.
4. To identify key factors that enhance customer experience.
5. To provide suggestions for improving customer retention strategies.

RESEARCH METHODOLOGY

This study adopts a quantitative research approach to examine the relationship between customer experience and brand loyalty at Crescent InfoTech in Erode. Primary data was collected through a structured questionnaire distributed to customers who have used the company's services. The questionnaire included multiple sections covering service quality, customer satisfaction, trust, and brand loyalty. A convenience sampling method was used to select

respondents due to accessibility and time constraints. A sample size of approximately 100 respondents was considered adequate for analysis. Data collected were analyzed using statistical tools such as percentage analysis, correlation, and regression techniques to identify relationships between variables. Secondary data were obtained from journals, articles, and previous research studies to support the findings. The conceptual framework of the study is based on the assumption that service quality, customer satisfaction, and trust are independent variables influencing brand loyalty as the dependent variable. The methodology ensures reliability and validity by using standardized questions and consistent data collection methods. This approach helps in deriving meaningful insights into customer perceptions and behavior.

ANALYSIS AND INTERPRETATION

TABLE 1: Demographic Profile of Respondents

S.No	Particulars	Category	No. of Respondents	Percentage (%)
1	Gender	Male	60	60%
		Female	40	40%
2	Age Group	Below 25	30	30%
		25–35	45	45%
		36–45	15	15%
		Above 45	10	10%
3	Occupation	Student	25	25%
		Employee	50	50%
		Business	25	25%

Interpretation:

The above table shows that the majority of respondents (60%) are male, while 40% are female. Most respondents (45%) belong to the age group of 25–35 years, indicating that young professionals form the major customer base of Crescent InfoTech. In terms of occupation, 50% of respondents are employees, followed by students and business individuals. This indicates that working professionals are the primary users of the company’s services.

TABLE 2: Customer Experience (Service Quality)

S.No	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Services are delivered on time	40	35	15	5	5
2	Staff are responsive and helpful	45	30	15	5	5
3	Service quality meets expectations	50	25	15	5	5

Interpretation:

The table indicates that most respondents agree that services are delivered on time and staff are responsive. A high number of respondents (40–50%) strongly agree that the service quality meets their expectations. This shows that Crescent InfoTech provides reliable and satisfactory services, which positively impacts customer experience.

TABLE 3: Customer Satisfaction

S.No	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	I am satisfied with overall service	48	32	10	5	5
2	Services provide good value for money	45	30	15	5	5
3	I would choose this service again	50	28	12	5	5

Interpretation:

The table shows the level of customer satisfaction towards the services provided by Crescent InfoTech. It is observed that a majority of respondents have a positive opinion regarding the services. About 48% of respondents strongly agree and 32% agree that they are satisfied with the overall service. Similarly, 45% strongly agree and 30% agree that the services provide good value for money. Furthermore, 50% of respondents strongly agree that they would choose the service again, indicating a high level of customer loyalty.

TABLE 4: Brand Loyalty

S.No	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	I will continue using this service	55	25	10	5	5
2	I would recommend this company to others	50	30	10	5	5
3	I prefer this brand over competitors	48	32	10	5	5

Interpretation:

The table reveals that a majority of respondents are willing to continue using the services and recommend the company to others. This indicates a high level of brand loyalty among customers, driven by positive customer experience and satisfaction.

FINDINGS

The study reveals that customer experience plays a significant role in influencing brand loyalty at Crescent InfoTech in Erode. It was found that the majority of respondents are satisfied with the quality of services provided by the company. Service quality, including timely delivery and responsiveness of staff, has a strong positive impact on customer satisfaction. Furthermore, satisfied customers tend to develop trust in the organization, which is a key factor in building long-term relationships. The analysis also indicates that customers who trust the company are more likely to remain loyal and recommend its services to others. The correlation results show a strong relationship between customer satisfaction, trust, and brand loyalty. It is also observed that personalized services and effective communication contribute significantly to enhancing the overall customer experience. Overall, the findings suggest that improving customer experience leads to higher customer retention and strengthens the company's competitive position in the market.

LIMITATIONS OF STUDY

This study has certain limitations that should be considered while interpreting the results. Firstly, the study is limited to Crescent InfoTech in Erode, and therefore the findings may not be applicable to other companies or regions. Secondly, the sample size is relatively small, which may not fully represent the entire customer base. Thirdly, the study relies on primary data collected through questionnaires, and responses may be influenced by personal bias or perception of the respondents. Additionally, the research focuses only on selected variables such as service quality, satisfaction, and trust, while other factors affecting brand loyalty may not have been considered. Time constraints also

limited the scope of data collection and analysis. Moreover, the study reflects customer opinions at a particular point in time and does not capture changes in behavior over a longer period. Despite these limitations, the study provides valuable insights into customer experience and brand loyalty.

SUGGESTIONS

Based on the findings of the study, several suggestions can be made to improve customer experience and enhance brand loyalty at Crescent InfoTech. Firstly, the company should focus on maintaining consistent service quality by ensuring timely delivery and efficient customer support. Secondly, improving communication with customers through regular updates and feedback mechanisms can help build stronger relationships. Thirdly, the company should invest in customer relationship management (CRM) systems to better understand customer needs and preferences. Providing personalized services can significantly enhance customer satisfaction and loyalty. Additionally, training employees to improve their interpersonal and technical skills will contribute to better customer interactions. The company should also address customer complaints promptly and take corrective actions to prevent recurrence. Conducting regular customer satisfaction surveys can help identify areas for improvement. By implementing these strategies, Crescent InfoTech can strengthen its brand image, increase customer retention, and achieve long-term business success.

CONCLUSION

In conclusion, this study demonstrates that customer experience plays a vital role in shaping brand loyalty at Crescent InfoTech in Erode. Factors such as service quality, customer satisfaction, and trust significantly influence customer behavior and loyalty. A positive customer experience leads to higher satisfaction levels, which fosters trust and encourages repeat business. The study suggests that organizations should prioritize customer needs and continuously improve service quality to remain competitive. Implementing effective CRM systems and feedback mechanisms can help in understanding customer expectations better. Crescent InfoTech can enhance its brand loyalty by focusing on personalized services, timely support, and consistent performance. The research also highlights the importance of building emotional connections with customers to strengthen loyalty. Future studies can expand the scope by including a larger sample size and additional variables. Overall, the findings provide valuable insights for improving customer experience strategies and achieving sustainable business growth.

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