

Customer Satisfaction and Customer Loyalty at Jayashree Textiles

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Abstract- This study seeks to discuss the interdependent relationship between the customer satisfaction and customer loyalty in the case of Jayashree Textiles, which is one of the units of Grasim Industries in the AdityaBirla Group. The realization that customer satisfaction does not just mean the level at which a business provides services but it also contributes to the long-term development of the business leads to this mixed method approach with structured interviews and a survey using questionnaires. Among the 50 sent surveys, 30 valid surveys were examined to determine the effect of satisfaction on repeat buying behavior and brand advocacy. The research shows that customer satisfaction correlates with brand loyalty which implies that positive customer service experiences that occur regularly, individual engagement and relationships characterized by trust enable customer retention to a considerable extent. Further, the paper highlights why appropriate handling of complaints, employee engagement and the customer driven innovation are key to the attainment of sustainability in loyalty. These insights offer Jayashree Textiles a set of strategies to improve further on their service criteria and customer relations in an ever competitive textile industry.

Keywords- Customer Satisfaction, Customer Loyalty, Jayashree Textiles, Relationship Marketing, Service Quality, Brand Advocacy, Textile Industry

I. INTRODUCTION

1. Introduction

1.1 The Study Background

Customer satisfaction has emerged as an essential part of a viable business performance in the highly competitive and consumer-oriented contemporary business world. Organizations are also appreciating that it is a cheaper and more profitable way to keep customers because of high levels of satisfaction than getting new ones. This changing situation has changed the strategic point to more of long-term relationship and creation of loyalty. Jayashree Textiles being the leading division of the Aditya Birla Group is in the business where quality of product sells. Quality of the brand name and service creates the perception towards the customers and makes them hold on to the business. With the textile market continuously fragmenting and the demands of customers continuously becoming more sophisticated, knowledge regarding the factors that drive customer satisfaction and how such translation to loyalty is becoming a requirement. It is within this background that the following study attempts to analyze the relationship between satisfying consumers and loyalty as it happens in the example of Jayashree Textiles where differences may occur on brand reputation and heritage, combined with quality and modern requirements of the consumer.

1.2 Problem Statement

With the increased focus to customer-centric business models, most companies within the textile industry can only be able to change customer satisfaction into quantifiable consequences of loyalty. A considerable discrepancy still exists with regard to the study of the expectations of the customers and their relation to service delivery in practical or real life circumstances especially in the old firms like Jayashree Textiles. The present research problem is that how key variables like service quality, complaint handling and customer feedback influences customer retention and brand loyalty, has remained somewhat shrouded in empirical uncertainty. Although Jayashree Textiles are highly established in terms of market penetration and brand awareness it is important to check whether the current customer relationship strategies are positioning Jayashree to cover long-term customer satisfaction and word of mouth referrals. By failing to deal with these factors, the organization may lose market share to other rivals who are agile and customer-oriented.

1.3 Aims of the Research

The major aim of the research is to understand and discuss the correlation between customer satisfaction and customer loyalty in the operation of Jayashree Textiles. To be more exact, the investigation will attempt to:

Find out the main factors that affect customer satisfaction in the textile industry.

Study how satisfied customers exhibit these loyalty behaviours within an organisation in terms of repeat purchase, positive word-of-mouth, etc.

Explore the influence of complaint resolution termination, customized service and relationship management on longer-term customer retention.

Make strategic suggestions in improving customer satisfaction and loyalty practices at Jayashree Textiles.

1.4 research questions

To meet the indicated objectives, the research aims at addressing the following questions:

Which are the main determinants of customer satisfaction in Jayashree Textiles?

What role does customer loyalty plays with regard to customer satisfaction in this organization?

How does complaint resolution and personalization of service help promote loyalty?

To what degree is the modern practice of customer relationships promoting repeat patronage in the context of today?

1.5 Study significance

This work will benefit not only the domain of knowledge but also practical management. Academically, it will contribute to the body of literature existing on customer satisfaction and customer loyalty by touching on an underresearched segment of the Indian textile firm. Compared to numerous researches in the retail or technology markets, the study identifies some industry-specific variables like fabric quality, design innovation and after sales services in customer satisfaction models. Practically, the research will give Jayashree Textiles evidence-based information on customer perceptions and subsequent customer loyalty behaviors, so the organization can better match its strategy to customer interests. Also, the results could stimulate decision making throughout the customer service, marketing and product development divisions, encouraging a more co-ordinated strategy to interface with customers. The wider sector can also derive its benefits through the knowledge of how the traditional manufacturers can make their ways competitive through following modern strategies of being customer-oriented.

1.6 Scope and Limitation

The extent of this study is limited to the end users of Jayashree textiles, both individual and institutional customers who deal with the brands face to face, either in retail stores or direct business. The given attention is paid to measuring the current satisfaction levels, their causes, and the following loyalty trends. It is based on the data collected through the structured questionnaires and interviews with only 30 customers, which is enough to draw exploratory conclusions which may not exactly reflect on the whole customer base. Moreover, the research fails to perform a wide-scale comparison between Jayashree Textiles and its rivals and this puts the general applicability of the study findings to other textile companies into question. Besides, this study did not consider the external macroeconomic factors or industry disruptions that could impact the customer sentiment. Although the study has these limitations, it offers a good guideline to future research, as well as strategic implementation in the firm.

II. LITERATURE REVIEW

It is a well-acceptable truth in the business environment that customer satisfaction is a pillar in long-term organizational growth especially in a service-based competitive and customer-oriented business like in the textile industry. Satisfaction can be defined as a mental reaction toward having the service delivered alongside being provided with a product and having consequential expectations met (Tao, 2014). The level of satisfaction of a customer is frequently defined by how well the actual performance has been compatible or above expectation, which, as a consequence, influences brand loyalty and level of consumer retention. According to Chen and Wang (2009), customer satisfaction is subjective appraisal, which occurs as a result of performance-appropriateness, which forms a positive relationship with the previously formed expectations. Within the context of the textile market, the incentives of product quality, service responsiveness, fairness of prices, and personal approach turn out to be some of the general conditions contributing to satisfaction (Zeithaml & Bitner,

2003). In addition, satisfaction is both a transactive outcome and a relational process that not only generates repurchase intentions, but also brand advocacy and reduced churn, as well as desire to pay premium prices. As was supported by the works of Hayes (2008), good customer satisfaction measurement tools such as feedback systems and structured survey helps to deliver real actionable information. Arguably in Jayashree Textiles, product satisfaction has been noted correlated to factors such as the quality of fabric, the consistency in delivering the product and authenticity of the product. The theoretical orientations such as the Kano Model and Customer Expectation Gap Theory illustrate how service shortfalls or excesses may dramatically influence the perceptions and satisfaction levels that are held by consumers (Zeithaml & Bitner, 2003). Moreover, satisfaction drivers such as cultural, personal, psychological, which could include trust, prior experience, and belief in the brand, are progressively being accepted as contributors of satisfaction, especially in the B2C retail and textile industries where emotional value adds a solid layer to the rational assessment (Tao, 2014; Oliver, 1999).

Although customer satisfaction is usually a precursor of loyalty it does not necessarily imply a long term commitment. Loyalty is a multi-dimensional construct involving behavioral, attitudinal and affective components. Oliver (1999) suggests that loyalty is characterized as a strong dedication to buy or market preferred product or service again even when other options are available. With the increasing competitiveness of the market, brand loyalty ceased to be an accidental follow-up but instead, it is a strategic tool- one that guarantees the recurrent level revenue and sustainable profitability. In the version of the Loyalty Model (2012) used in the research, there is a note that the process of building loyalty requires persistence in service quality, the establishment of trust, adherence to competitive prices, and constant innovation. According to Heskett et al. (2011), customer loyalty is the result of high satisfaction on a continual basis which is evident or is expressed through repeat behavior and positive WOM. Emotional loyalty, unlike behavioral loyalty or deliberate loyalty is the hardest to attain and most rewarding, as it generates brand ambassador, who will not switch behavior even in the event of market upset (Gremler & Brown, 1999). In the case of Jayashree Textile, the loyalty is not only nurtured by the excellence of the product but more so by adopting values based branding, open communication and consistent relationship marketing. In this regard, Customer Relationship Marketing (CRM) strategies have been a very successful strategy in the transformation of satisfied customers into loyal clients. Using the customer lifetime value and feedback processes in conjunction with CRM will improve retention, stimulating pertinent and individualized experiences (Kumar & Petersen, 2012). This enhances the observation that loyalty programs and feedback loop are not simply joiners, but strategic enablers, which necessitates customer commitment in industries where differentiation of products is relatively very little. Customer loyalty should therefore in textile businesses such as Jayashree Textiles be regarded as a logical conclusion in a continuous process of satisfying customers, appeal to their emotions and delivery of value-added services.

III. RESEARCH METHODOLOGY

The research design of this paper is a mixed-method, where qualitative and quantitative research methods are used to study the connection of customer satisfaction and customer loyalty

in Jayashree Textiles in-depth. This two-fold process then provides a strong and multi-dimensional perception of a subject matter because it encapsulates quantitative data and descriptive context. The quantitative part is founded on a well-organized questionnaire that would measure major aspects of the satisfaction and loyalty, such as the quality of the products, responsiveness of the service, customer experience and complaints settling. The survey has comprised 15 questions 11 of them closed-ended, with the marking of the degrees of the agreement on a Likert scale, and 4 open ones, which were to produce a qualitative response. The initial sample size of 50 customers was approached (based on online and conventional distribution), with full and valid responses of 30 being received and analyzed at a 60 percent response rate. This percentage of sample is small but since indicative trends and patterns could be extracted in the customer base of Jayashree Textiles, it is considered adequate. Data from the survey were tabulated manually and illustrated in the form of charts and graph to give a pictorial representation of the responses of customers, which can easily be interpreted and compared easily in a statistical basis of a number of satisfaction parameters. To supplement the availability of the quantitative data, there was the qualitative aspect of the study which involved two semi-structured, in-depth interviews with experienced employees of the customer service department of Jayashree Textiles. These interviews gave greater apprehensions about the inside strategies, difficulties and initiatives followed to enhance customer experience and relationship management. The interviews were conducted in a flexible format whereby both guided and spontaneous questions were followed in order to have free flow of conversations and collection of data. Such a combination of approaches gave an integrated picture of the operation of the company in promoting satisfaction and loyalty. The clarity and validity of the questionnaire and interview procedures were pre-tested and improved during the consultation with the faculty supervisor and the representatives of the company to make sure that they are relevant to both research outcomes and organizational purposes. Our analysis was based mainly on the primary data but secondary data provided by academic journals, reports, and company documents served as supplement to the research situation and supported theoretical constructs. Data analysis contained a simplified overall description of statistical analysis using charts and graphs, as well as themes of keywords, defined as qualitative factors of open-ended and interview questions. Ethical considerations were strictly followed; there was an option of participation in the study and enjoyment of the privacy, and the purpose and extent of the study was communicated to the respondents. To prove the reliability of the study, it will be administered on a five-week basis with the methodological triangulation of the results. The validity was enhanced by comparing research objectives with measurement indicators as well as participation of stakeholders in the development of tools. In general, the chosen approach was quite appropriate to explore satisfaction-loyalty relationship within a real business context and allowed generating viable insights to be used by Jayashree Textiles, as well as add to the literature on customer relationship management in the Indian textile industry.

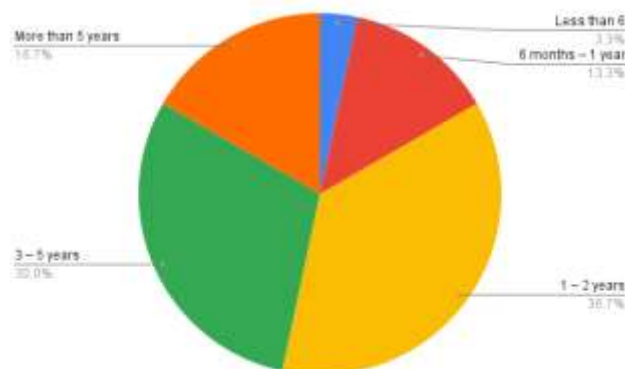
IV. DATA ANALYSIS AND INTERPRETATION

The responses received based on well designed questionnaires among 30 customers have been analyzed to reveal some important patterns in customer satisfaction and their loyalty to Jayashree Textiles. The survey results were summarised into

numerical tables and each table was concerned with a core element of the customer experiences. The data will be graphically represented to enhance visual interpretation and inserted manually. The most important findings with reference to the objectives of the study are summarised in the following table.

Table 1: Duration of Being a Customer

	Frequency	Percentage (%)
Less than 6 months	1	3%
6 months – 1 year	4	13%
1 – 2 years	11	37%
3 – 5 years	9	30%
More than 5 years	5	17%



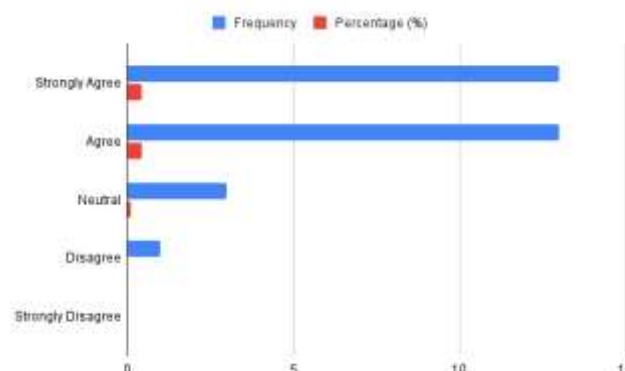
Graph 1: Customer Retention Period Distribution (Pie Chart)

Interpretation:

Most of the respondents (37%) have an experience of 1-2 years with Jayashree textiles, which shows good customer acquisition activity recently. 30% of them have been loyal between 3-5 years and 17 percent say they have been clients more than five years, which is an admirable long term retention. These findings indicate that Jayashree Textiles is not just getting new shoppers, but maintains the relationship over the years as well. The fact that newer customers (16% who have less than 1 year) are present demonstrates that this kind of market penetration is still under way, and provides a very good potential on which future loyalty can be built.

Table 2: Customer Perception – Understanding of Needs by Jayashree Textiles

	Frequency	Percentage (%)
Strongly Agree	13	43%
Agree	13	43%
Neutral	3	10%
Disagree	1	3%
Strongly Disagree	0	0%



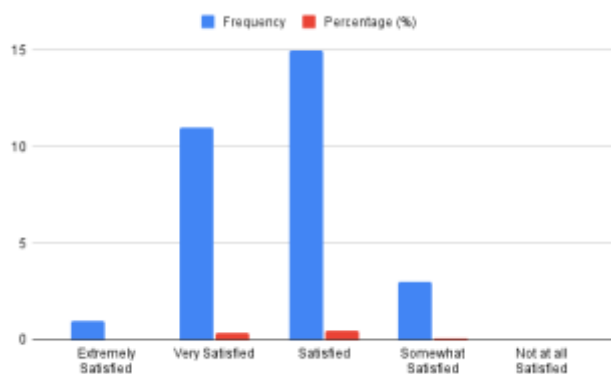
Graph 2: Perception of Customer Understanding (Bar Graph)

Interpretation:

This is well illustrated by the fact that 86 percent of customers compare to 14 percent who either Agree or strongly Agree that Jayashree Textiles comprehends their organizational needs. This high score is an indicator of a client-oriented strategy in terms of cloth customization, delivery schedules, and promptness of service. A very insignificant similar number of the respondents were neutral or disagreeing with this fact pointing out that the level of dissatisfaction in this field is close to nil. These findings confirm the choice of the organization to actively interact with its followers and provide personalized service provision as a powerful mechanism of foster the growth of satisfaction and trust.

Table 3: Satisfaction with Product Quality

	Frequency	Percentage (%)
Extremely Satisfied	1	3%
Very Satisfied	11	37%
Satisfied	15	50%
Somewhat Satisfied	3	10%
Not at all Satisfied	0	0%



Graph 3: Product Satisfaction Levels (Column Chart)

Interpretation:

Satisfaction rate with respect to the product quality is extremely high with 50 percent of the respondents say that they are Satisfied and 37 percent are Very Satisfied. Just a negligible percentage (10) of them were categorized as having a level of Satisfaction (Somewhat Satisfied), and none displayed a level of Dissatisfaction. The above findings highly support the fact that the company is achieving success in terms of its promise to its customers in terms of fabric quality, reliability and aesthetic standards. This indicates that product quality is still the most important contributor of repeat purchase and good word-of-mouth based on the high satisfaction rating which is another predictor of loyalty. Such analytic conclusions give empirical backing of the hypothesis that customer satisfaction has huge impacts on customer loyalty. The figures indicate that there is a good perception about the service reliability of Jayashree Textile, comprehension of customer requirements, and good products. All these dimensions are cumulative to achievement of profitable customer base, which in the long run is pivotal to competitive nature of the firm.

V. DISCUSSION

The outcomes of this research are that satisfaction of customers has an effective and positive correlation with customer loyalty at Jayashree Textiles which enhances theoretical markers probed in the literature. Survey data analysis shows that more satisfied customers, especially in terms of the quality of goods, prompt reaction to requests, and awareness of individual needs, are much more likely to stay

loyal to the brand. This is consistent with what Oliver (1999) said about loyalty which is based on the element of satisfaction that is always regular and the emotional connection that customers develop with a firm over the decades. The fact that the proportion of satisfied responses was very high and that most of satisfied ones are the ones who have linked themselves with the company over a period of 1 to 5 years is an indicator that Jayashree Textiles has been able to instill trust and the perceived value within their clients. Additionally, the findings also resonate with the satisfaction-expectations model by Tao (2014) which points out that, when customer experiences meet or exceed expectations, they become satisfied, and thus there is an ultimate increase in retention and advocacy. Notably, the data also highlight the importance of relational elements, such as a personal appeal, immediate response to complaint, and targeted customer contact, as the critical predictors of satisfaction beyond product itself. All these relational points in support that emotional and behavioral loyalty as foreseen by Gremler and Brown (1999) is not a transactional result but a reflection of how well the brand resonates with the customers on a personal and psychological scale. The positive feedback that ranges very high in such questions as service understanding and satisfaction also indicates the use of customer relationship management strategies quite well, which is confirmed by Kumar and Petersen (2012) and confirms the importance of CRM in transforming satisfaction into long-term loyalty. Nevertheless, the level of overall customer satisfaction is high, which is positive; however, the fact that a quarter of customers can be classified as somewhat satisfied leaves some room to enhance service delivery and fine-tune expectations management. In this discussion, therefore, it is stressed that although Jayashree Textiles is doing good in its core competencies, it will have to focus continuously to invest more on customer engagement, proactive support and feedback integration to maintain continuous and support customer loyalties in the changing textile landscape. These observations not only validate the theoretical constructs used but also provide practical implications in upholding competitive advantage by having a customer focus approach.

VI. CONCLUSION AND RECOMMENDATIONS

This research has shown beyond doubt that customer satisfaction plays a very important role in predicting customer loyalty as in the case of Jayashree Textiles, one of the major players in the Indian textile manufacturing industry. By carrying on a profound scrutiny of primary data extracted through in-depth questionnaires and interviews, it became clear that the happier customer, the more probably it will be to stick to the brand, to advise others to use it and to avoid switching in the face of any competitions on the market. Most of the respondents agreed that they were very much satisfied particularly on product quality, promptness of services and responsiveness of the organization that ensures it understands as well as satisfies individual customer needs. These results reaffirm the assertion that satisfaction is not a measurement that is reactive but a strategy that must be nurtured at all times by companies. Furthermore, the research confirms the use of some theoretical paradigms like the Expectation-Disconfirmation Model and Customer Loyalty Models showing that continuously surpassing expectations and creation of value leads to the emergence of emotional and behavioral loyalty. It also supports the significance of relationship marketing and individualized customer interactivity as strategic instruments to achieve long-term

viability in profits. Although Jayashree Textiles has evidently built a record that is strong in the lines of customer satisfaction practices, there are certain aspects that need to be further developed in the research also- national use of technology to provide proactive feedback loop between the organization and customer; customization of loyalty programs to consistencies between customer profiles and finally consistency in all the touchpoints where the service is provided. In light of these understanding, the firm ought to invest more in training the frontline employees to further enhance the quality of interaction with customers, adopt a data analytics tool that will enable them to tailor-fit marketing processes and incorporate efficient systems that respond to complaints with light swiftness and also follow-up. These goals may also be boosted by the adoption of sophisticated CRM systems that will facilitate centralized profiling of customers and proactive customer-delivery. Also, developing the processes of systematic gathering, analysis, and addressing of customer feedback will not only be useful to increase satisfaction but will also be a valuable strategic contribution to product development and innovation. As their customers demands the development of the rapidity starting towards a digitally connected globe, Jayashree Textiles also requires extending its digital resource, enhancing its online client benefit frameworks, in addition to encouraging active brand experience via social media and across the board support system. Lastly, the company ought to institutionalize loyalty reward programs which can take the form of exclusive experiences, first access to new collections, and personalized offers that can enable the customers develop stronger depending affections with the brand. Through institutionalization of these recommendations, Jayashree Textiles can turn satisfied customers into brand ambassadors throughout their entire lives, a strategy guaranteed to retain competitive edging, as well as sustained growth in an increasingly dynamic and demanding competitive environment.

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