

Exploring the Relationship Between Customer Satisfaction and Loyalty at Jayashree Textiles

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Abstract

This research examines the dynamic link between customer satisfaction and loyalty, focusing on Jayashree Textiles, a division of Grasim Industries under the Aditya Birla Group. Employing a mixed-methods approach, the study explores factors influencing satisfaction and loyalty, such as service quality, pricing, product consistency, and customer experience. Based on surveys and interviews with customers, the research finds a strong correlation between satisfaction and loyalty, offering practical insights for improving customer retention strategies.

1. Introduction

The introduction presents the rationale behind exploring customer satisfaction as a strategic driver of loyalty and business growth. It outlines the relevance of customer-centered marketing in competitive industries and describes how customer expectations influence repeat purchases and brand advocacy. The thesis aims to understand the satisfaction-loyalty link, using Jayashree Textiles as a case study.

2. Company Background: Jayashree Textiles

Jayashree Textiles, part of Grasim Industries under the Aditya Birla Group, is one of India's premier linen manufacturers. Located in Rishra, West Bengal, it sources flax from Europe and serves both domestic and international markets. The company holds 67% of India's linen apparel market and operates the Linen Club brand, with over 200 retail stores.

3. Literature Review

The literature review defines customer satisfaction and loyalty, discussing their interdependence and influencing factors. It incorporates models by Oliver (1999), Tao (2014), and Heskett et al. (2011), and distinguishes between behavioral, emotional, and intentional loyalty. Psychological, social, and cultural drivers are analyzed alongside customer experience and service expectations.

4. Research Methodology

The study follows a mixed-method approach. Qualitative data were collected via structured interviews with organizational members. Quantitative data were gathered through a structured questionnaire sent to 50 customers, with 30 valid responses. The survey included 11 close-ended and 4 open-ended questions, designed in collaboration with academic and corporate stakeholders. Validity and reliability were ensured through methodical design, careful data collection, and extended analysis.

5. Data Analysis and Results

Key findings include:

- 87% of customers agree Jayashree understands their needs.
- 90% report satisfaction with product quality.
- 97% are likely to repurchase.

- 74% would recommend the brand.
- 77% received timely query resolution.

Customers indicated high satisfaction but suggested improvements in communication and personalization. Graphs visualize customer perceptions on service quality, product value, responsiveness, and loyalty likelihood.

6. Discussion

The discussion connects empirical results with theoretical insights. It highlights the importance of exceeding expectations, complaint resolution, and consistent service delivery. Personalization and proactive engagement emerged as key to sustaining loyalty. The study supports existing theories while emphasizing Jayashree's competitive advantage through responsiveness and brand equity.

7. SWOT Analysis

Strengths: Strong brand reputation, market leadership in linen, global sourcing. **Weaknesses:** Fluctuating sales, high input costs. **Opportunities:** Expanded branding, leveraging group synergy, tapping cement demand. **Threats:** Intense competition, rising presence of local brands.

8. Conclusion and Recommendations

The study confirms a strong correlation between customer satisfaction and loyalty. Jayashree Textiles is seen as a quality brand but must address minor gaps in communication and product updates. Recommendations include:

- Enhancing CRM systems.
- Investing in loyalty programs.
- Increasing customer touchpoints.
- Encouraging feedback loops.

References

A complete list of academic references includes works by Hayes (2008), Oliver (1999), Gronroos (2007), Zeithaml & Bitner (2003), Heskett et al. (2011), and others.