

BRAND LOYALTY AND THE CROMPTON OZONE DESERT AIR COOLER – A CUSTOMER SATISFACTION STUDY

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Abstract

Brand loyalty is a crucial component of a company's long term success and, it is strongly influenced by customer perception. This study investigates the relationship between customer perception and brand loyalty, focussing on the Crompton Ozone Desert Air Cooler based on gender cataloguing. The research aims to identify the aspects that drive brand loyalty among customers and how their observation of the product contributes to this loyalty. This study furthermore employs a mixed methods research approach, combining quantitative survey and qualitative interviews with clients who have purchased and used the Crompton Ozone Desert Air Cooler. This is designed to gain a holistic view of how customer perception is formed and how it influences their loyalty to the brand.

Key Words: Customer's Perception, brand loyalty, trust, satisfaction etc..

INTRODUCTION

In today's competitive market, brand loyalty and customer perception are fundamental factors that considerably persuade the success of companies, especially in the realm of home appliances. Customer's preferences choices and perceptions play a pivotal role in shaping brand loyalty and can make or break a company's reputation in the industry. The appliance sector, which includes products like air coolers, is no exception to this rule. This study, with a

particular focus on the Crompton Ozone Desert Air Cooler, aims to investigate the relationship between brand loyalty and customer perception in this setting.

Crompton Greaves Consumer Electricals Ltd., a well established name in the Indian appliance industry, introduced the Crompton Ozone Desert Air cooler as a product designed to provide effective cooling solutions and arid and hot climate conditions. As with any consumer product, the perception held by customers regarding the Crompton Ozone Desert Air Cooler is utmost importance. These perceptions encompass various aspects such as product satisfaction, brand image, customer feedback and environmental awareness. For businesses like Crompton, it is essential to comprehend how these factors influence brand loyalty.

In the area of home appliances, the body of current literature offers insightful information about the connection between consumers' perceptions and brand loyalty (Zhang & Kim). Research has demonstrated the importance of brand reputation, perceived product quality, and consumer happiness in fostering brand loyalty (Aaker, 1991). Furthermore, studies have looked into how consumer suggestions and feedback affect brand loyalty and trust (Chevalier & Mayzlin, 2006).

However, gender-based variations in customer perception and loyalty, particularly in the appliance sector, are an aspect that merits deeper investigation. Gender may have an impact on views and product preferences in this area, according to research (Xie Zhang & Shang, 2016). Additionally, the increasing prominence Increased consumers' knowledge of environmental issues has led to a shift in the factors that influence brand loyalty, with eco-trendiness and sustainability considerations playing a growing role (Pickett-Baker & Ozaki, 2008)

METHODOLOGY

The study has noticed that both male and female participants are 65. The study based on both primary and secondary data and used simple random sample. This study also employs a mixed methods research approach, combining quantitative survey and qualitative interviews with clients who have purchased and used the Crompton Ozone Desert Air Cooler. This is designed to gain a holistic view of how customer perception is formed and how it influences their loyalty to the brand. The classification of customer perception based on the Price of the product, Brand image and Product performance.

ANALYSIS AND FINDINGS

Customer Perception Level (Total 65 Respondents)

No	Perception Components	Satisfied	%	Neutralised	%	Not satisfied	%
1	Product Price	34	52	18	28	13	20
2	Brand Image	37	57	20	31	08	12
3	Product Performance	42	65	19	29	04	06

The data for price of the product component shows that the satisfaction level among the respondents is at 52%, including that greater than 50% of the male respondents find the product price to be satisfactory. A further 28% of respondents have an indifferent opinion, indicating that they might not strongly feel the price is good or bad, possibly indicating room for improvement in price perception. However, it 's important to note that 20% respondents express dissatisfaction with product price. This is a significant portion, and their dissatisfaction might be due to factors like price sensitivity, comparison with competitors or perceived value. Companies might consider evaluating their pricing strategy, conducting market research, offering promotions to address the concerns of this group and potentially increase overall customer satisfaction in this area.

The data for brand image component indicates a positive satisfaction among the respondents. A significant majority 57% are satisfied with brand image, reflecting a strong positive sentiment toward the brand. An additional 31% of respondents have neutral perception, suggesting they might not strongly lean towards either satisfaction or dissatisfaction with the brand image. This neutral group could potentially be swayed towards satisfaction with the right branding efforts. Only 12% of the respondents express dissatisfaction with the brand image. While this is a relatively small percentage, it's still essential for the company to deal with the concerns of this group to maintain and improve the overall brand image. Overall, these findings imply that the brand has a strong and positive image among respondents, with a large majority of people being content or neutral and a relatively small portion expressing dissatisfaction. Companies should continue to invest in maintaining and enhancing their brand image to sustain this positive perception.

Data for "product performance" component indicates a high level of contentment among the respondents. A significant majority, 65%, express satisfaction with products performance, reflecting a strong positive sentiment about the products ability to meet their expectations and needs. An additional 29% of the respondents have neutral perception, indicating that they may not strongly lean toward either satisfaction or dissatisfaction with the products performance. The neutral group might

represent a segment that is generally content with the product but not overwhelmingly enthusiastic. Only 6% of respondents' depress dissatisfaction with the products performance. This is a relatively small percentage, suggesting that the product generally meets the expectations of the majority. Overall, the information indicates that the products performance has a high level of happiness among the respondents, with a large majority of people being content or neutral, and only a small portion expression dissatisfaction. This is a positive indicator for the products quality and performance. Companies should continue to maintain and improve the products performance to keep this positive satisfaction among customers.

CONCLUSIONS

The research indicates that respondents' satisfaction with product prices is comparatively balanced. Even so, 52% of respondents are overall satisfied, meaning that over half of the respondents find the product price to be satisfactory, there is still a significant portion (48%) expressing dissatisfaction. There is potential for improvement here in pricing strategies to enhance customer satisfaction.

The brand image is viewed very positively by respondents. The overall satisfaction level is at 88%, which is quite high, indicating that a large majority of respondents have positive perception of the brand image. Only 12% express dissatisfaction, which is relatively small percentage. This suggests that the business has a strong and favorable brand perception among the respondents.

Product performance is highly regards by the respondents. The overall satisfaction level is 94% which is very high, indicating that the vast majority of respondents are satisfied with the product's performance. Only 6% express dissatisfaction, which is very low percentage. This indicates that the products performance is a strong point and is meeting or exceeding the expectations of the majority of customers.

In summary, the company's brand image and product performance are viewed very positively by the respondents, with high overall satisfaction levels. However, there is a room for enhancement in the area of product pricing, as nearly half of the respondents express some level of dissatisfaction. Companies should consider strategies to improve the opinion of product pricing to improve overall satisfaction

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