



The Impact of Customer Loyalty Program on Customer Retention

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ABSTRACT

Client dedication is an organization's solidarity. Numerous organizations neglect to understand that client faithfulness starts in a few stages, from discovering likely clients to shaping a customer lawyer who will carry advantages to the organization (Hurriyat, 2005). The organization puts forth different attempts to hold clients, keep up client dedication, increment the organization's monetary presentation, and furnish the organization with a long life.

Devotion alludes to the capacity of an association or a thing to hold clients inconclusively. High client unwavering quality implies that clients of the thing or organization will return, keep on purchasing, or for no situation will they surrender another thing or business, or surrender another thing or business completely. Value-based affiliations for the most part try to lessen client misfortunes. Commitment starts with an organization's first contact with a client and proceeds for the duration of the existence of a business relationship.

Fruitful endeavors towards unwavering quality consider the whole life cycle.

An association's capacity to secure and hold new clients relies upon its components or organizations, however notwithstanding the manner in which it serves its present clients, the worth that clients truly see through arrangements and position makes them accessible and accessible.

KEY WORDS: Customer, Clients, quality, Purchasing, Business Relationship

INTRODUCTION

CUSTOMER LOYALTY PROGRAM

A reliability program is an advertising technique intended to urge clients to keep shopping or to utilize the administrations of an organization subsidiary with the program. Today, these projects cover most kinds of business, each with various highlights and award programs, including banking, diversion, neighborliness, retail, and travel.

CUSTOMER RETENTION

Mirrors the advancement of the relationship and connection mirrors the progression of the relationship.

Client faithfulness is a fundamenta"The way to client steadfastness is consumer loyalty," says Kotler. Client unwaveringness implies that the organization ties its clients by giving them an extraordinary client experience. Client faithfulness is critical to sound business development. Unwaveringness can assist the organization with holding the most important clients. Faithfulness 1 piece of client connections. The fundamental part of client unwaveringness is the feelings produced by the client experience joined with the organization's acceptable standing. Without the passionate bond that is fundamental for client

steadfastness, client dedication is incomprehensible). Client reliability is essential to most organizations on the grounds that the expense of drawing in another client is more prominent than the expense of keeping a relationship with a current client.

LITERATURE REVIEW

Tabaku and Zerellari (2015) have two ways to deal with client devotion: social and demeanor related. The conduct way to deal with client devotion alludes to the way that the client reliably and constantly purchases from a similar provider. While conduct dependability is the consequence of a mental relationship with the item or administration that incorporates an inclination and parts like an uplifting outlook and responsibility.

Ludin and Cheng (2014) depict client unwaveringness as a lasting connection between the client and the brand. This can be viewed as protection from a brand change regardless of any circumstances or issues that emerge during the business cycle. Likewise, they portray client reliability as the rehashed acquisition of an item from a similar brand. Steadfastness conduct shows expanded deafness

Singh and Khan (2012) have shown how a fleeting movement with little change with advantages can transform into significant distance client unwaveringness and subsequently into a significant distance advantage. Leaders zeroed in on understanding client devotion and support and what it means for the association. Makers likewise see how to manage the expanding immovability and solidness of clients towards the association. Understanding and fulfilling client conduct offers long haul advantages to the association. Building great client connections by offering better sorts of help will support client commitment and, over the long haul, more visits. This will exploit longstanding rivalry for the association and diminish contest. The study likewise perceived the practices that draw in clients to merchants and analyzed contemplations to be considered in their execution. Additionally, it will assist the association with keeping and hold its clients on the off chance that it executes them with care.

OBJECTIVES OF STUDY

The fundamental point of the investigation is to reveal the impact of devotion programs on client unwaveringness. To accomplish this objective, examination will address the accompanying subobjectives:

- Explain the effect of unwaveringness programs on client reliability.
- Recognize the effect of the focuses framework on client faithfulness.
- Recognize the effect of the award level framework on client devotion.
- Recognize the maintenance effect of gathering a forthright charge for key advantages.
- Distinguish the effect of money on client unwaveringness.
- Present suggestions to associations that can be utilized as rules for building client devotion and unwaveringness.

RESEARCH METHODOLOGY

a) Primary data:

The primary data collected from

- Primary data was collected through a questionnaire (, linker's scale Decoding, Encoding, from the workers.
- The interaction between the sales managers and employees of the organization.

b) Secondary data:

The secondary data collected from the different source, Annual reports ,Text books ,Internet Magazine

HYPOTHESIS

H1: There is a critical effect of client unwaveringness programs on client maintenance.

H2: There is a critical effect of point framework on client maintenance

H3: There is a critical effect of level framework prize on client maintenance.

H4: There is a critical effect of charge a forthright expense for VIP benefits on client maintenance.

H5: There is a critical effect of non-money related projects on client maintenance

ANALYSIS AND INTERPETATION

TABLE NO .1 TABLE SHOWING OPINION ABOUT AGE

Participants	Respondents	%age
Below -30	10	10
31 – 40	43	43
41 – 50	32	32
51 – 60	10	10
60 and above	05	05

INTERPRETATION : According to the table above, 10% of the people questioned belong to the age group of less than 30 years; 43% of respondents are under 31-40 years old; 32% of respondents are under 41 to 50 years old; 10% of the people questioned are under 51 - 60 years old; 5% of respondents are under 60 or over.

TABLE NO .2TABLE SHOWING OPINION ABOUT EDUCATION

Participants	Respondents	Percentage
Under Graduate	30	30
Graduate	45	45
Post Graduate	15	15
Professional	10	10

INTERPRETATION :From the above table 30% of the respondents are Under Graduate ; 45% of the respondents are Graduate ; 15% respondents are Post Graduate ; 10% respondents are Professional

TABLE NO. 3 TABLE SHOWING THE OPINION ABOUT GENDER PARTICULARS

Participants	No of Respondents	%age
Male	76	76
Female	24	24
Total	100	100

INTERPRETATION : From the above table it is clear that 76% of the respondents are male and the remaining24 % of the respondents are female.

TABLE NO .4TABLE SHOWING OPINION ABOUT OCCUPATION

Participants	Respondents	%age
Student	15	15
Business	40	40
Govt. Employee	20	20
Private Employee	25	25

INTERPRETATION :From the above table 15% of the respondents are Student; 40% of the respondents are Business ; 20% respondents are Govt. Employee; 25% respondents are Private Employee

TABLE 5. TABLE SHOWING INCOME LEVEL PER

Participants	Respondents	%age
Below 5lac	39	39
5 -10 lac	35	35
10-15lac	15	15
More than 15lac	11	11
Total	100	100

INTERPRETATION :From the above table 39% of the respondents having income between Below 5lac; 35% of the respondents having income between 5 -10 lac; 15% of the respondents having income between 10-15lac; 11% of the respondents having income between More than 15lac;

TABLE 6.CUSTOMER BEEN PATRONIZING THE MARUTI SUZUKI -NEXA SHOWROOM

Participants	Respondents	%age
0-2 years	40	40
3-5 years	25	25
05-10 years	15	15
11-12 years	10	10
12 years and above	10	10

INTERPRETATION :From the above table 40% of the respondents says 0-2years, 25% of the respondents says 3-5years,15% of the respondents says 5-10years ,10% of the respondents says 11-12 years ,10% of the respondents says 12 years and above

TABLE NO: 7.THE MODEL CUSTOMER HAVE PURCHASED IN NEXA

Participants	Respondents	%age
Maruti Baleno	50	50
Maruti Ignis	10	10
Maruti S-Cross	30	30
Maruti Ciaz	10	10

INTERPRETATION :From the above table 50% of the respondents says Maruti Baleno , 10% of the respondents says Maruti Ignis,30% of the respondents says Maruti S-Cross,10% of the respondents says Maruti Ciaz

TABLE NO.8 THE CUSTOMER WOULD RECOMMEND OUR SERVICES

Participants	Respondents	Percentage
Excellent	50	50
Good	40	40
Average	05	05
Poor	05	05

INTERPRETATION :From the above table 50% of the respondents says Excellent, 40% of the respondents says Good ,5% of the respondents says Average,5% of the respondents says poor

TABLE NO.9 INFLUENCE MADE CUSTOMER TO BUY THE NEXA MODELS CARS

Participants	Respondents	%age
Mileage	30	30
Design	15	15
Comfort	10	10
Service	10	10
Price	35	35

INTERPRETATION:From the above table 30% of the respondents says Mileage, 15% of the respondents says Design ,10% of the respondents says Comfort,10% of the respondents says Service, 35% of the respondents says Price

TABLE NO.10 CUSTOMER CAME TO KNOW ABOUT THE NEXA MODEL CARS

Participants	Respondents	%age
TV Advertisement	40	40
Social media	30	30
Family and Friends	15	15
Print media	15	15
Total	100	100

TABLE NO.11 CUSTOMER ARE LIKELY TO SWITCH TO A COMPETING NEXA BRAND

Participants	Respondents	%age
Very likely	40	40
Likely	30	30
Neutral	15	15
Somewhat likely	10	10
Not likely	5	5

INTERPRETATION :From the above table 40% of the respondents says Very likely, 30% of the respondents says Likely,15% of the respondents says Neutral,15% of the respondents says Somewhat likely, 5% of the respondents says Not likely

TABLE NO.12 CUSTOMER ARE LIKELY TO KEEP PATRONIZING NEXA

Participants	Respondents	%age
Very likely	40	40
Likely	30	30
Neutral	15	15
Somewhat likely	10	10
Not likely	5	5

INTERPRETATION :From the above table 40% of the respondents says Very likely, 30% of the respondents says Likely,15% of the respondents says Neutral,15% of the respondents says Somewhat likely, 5% of the respondents says Not likely

TABLE NO.13 CUSTOMER ARE LIKELY TO CONVINCE OTHERS TO PATRONIZE ABOUT NEXA

Participants	Respondents	%age
Very likely	30	30
Likely	35	35
Neutral	20	20
Somewhat likely	10	10
Not likely	5	5

INTERPRETATION :From the above table 30% of the respondents says Very likely, 35% of the respondents says Likely,20% of the respondents says Neutral,10% of the respondents says Somewhat likely, 5% of the respondents says Not likely

TABLE NO 14 : CUSTOMER ARE LIKELY TO EXPAND THE USE OF NEXA MODELS OR SERVICE

Participants	Respondents	%age
Very likely	30	30
Likely	35	35
Neutral	20	20
Somewhat likely	10	10
Not likely	5	5

INTERPRETATION :From the above table 30% of the respondents says Very likely, 35% of the respondents says Likely,20% of the respondents says Neutral,10% of the respondents says Somewhat likely, 5% of the respondents says Not likely

TABLE NO.15 THE QUALITY OF THE NEXA CARS MODELS /SERVICE

Participants	Respondents	%age
Excellent	50	50
Good	40	40
Average	05	05
Poor	05	05

INTERPRETATION :From the above table 50% of the respondents says Excellent, 40% of the respondents says Good ,5% of the respondents says Average,5% of the respondents says Poor

TABLE 16 CUSTOMER TRUST THE NEXA CARS MODELS

Particulars	Respondents	%age
Yes	75	75
No	20	20
Never	05	05

INTERPRETATION : From the above table 75% of the respondents says YES , 20% of the respondents says NO; 05% of the respondents says Never .

TABLE 17 CUSTOMER REGARD TO THE NEXA BRAND

Particulars	Respondents	%age
Positively	60	60
Neutral	30	30
Negative	10	10
Total	100	100

INTERPRETATION : From the table , 60% of the respondents says Positively , 30% of the respondents says Neutral ; 10% of the respondents says Negative

TABLE NO.18 CUSTOMER CONSIDER THIS NEXA BRAND TO BE RELIABLE

Participants	Respondents	%age
Excellent	50	50
Good	40	40
Average	05	05
Poor	05	05

INTERPRETATION :From the above table 50% of the respondents says Excellent, 40% of the respondents says Good ,5% of the respondents says Average,5% of the respondents says Poor

TABLE NO 19 : CUSTOMER SATISFIED ARE WITH THE OVERALL WITH NEXA MILEAGE, COMFORT AND SERVICE

Particulars	Respondents	%age
Highly Satisfied	40	40
Satisfied	25	25
Neutral	15	15
Dissatisfied	10	10
Highly Dissatisfied	10	10
Total	100	100

INTERPRETATION : According to the table above, 40% of respondents say they are very satisfied, 25% of respondents say they are satisfied; 15% of respondents say they are neutral; 10% of respondents say they are dissatisfied; 10% of the people questioned say they are very dissatisfied.

TABLE NO 20 : CUSTOMER WOULD LIKE TO RECOMMEND COMPANY MARUTI SUZUKI NEXA TO A FRIEND OR RELATIVE

Particulars	Respondents	%age
Excellent	55	55
Good	15	15
Neutral	10	10
Bad	10	10
Very bad	10	10
Total	100	100

INTERPRETATION : From the above table 55% of the respondents says Excellent , 15% of the respondents says Good; 10% of the respondents says Neutral; 10% of the respondents says Bad; 10% of the respondents says Very bad.

TABLE 21 CUSTOMER WOULD CONSIDER A LOYAL CUSTOMER OF THIS BUSINESS

Particulars	Respondents	%age
Yes	90	90
No	10	10
Total	100	100

INTERPRETATION : From the above table 90% of the respondents says YES , 10% of the respondents says No

FINDING

1. majority of the age group belongs to of 31-40
2. Majority of the Gender are male .average of respondents is Business men.
3. Average of the customer having their income level Below 5lac.
4. majority of the customer customers been patronizing the Maruti Suzuki -Nexa showroom
5. Majority of the customer have purchased Maruti Baleno in Nexa
6. Majority of the customer recommend excellent in Nexa services
7. Majority of the customer says price and mileage influence them to purchase Nexa models. Majority of the customer says through TV advertisement they came to know about the Nexa. Majority of the

customer says they are very likely to switch to Nexa brand . Majority of the customer says they are very likely to keep patronizing Nexa

8. The graphs shows that majority of the customer says they are likely to keep patronizing to convince others to patronize about Nexa The graphs shows that majority of the customer the quality of the Nexa cars models /service
9. The above graph shows that 40% of respondent's says highly satisfied with the overall with nexa mileage, comfort and service
10. The above graph shows that 60% of respondent's says excellent to recommend company Maruti Suzuki Nexa to a friend or relative
11. The above graph shows that majority of respondent's says yes Would consider a loyal customer of this business

SUGGESTION

- Marketers should keep on utilizing a wide range of unwaveringness programs in view of their conspicuous reliability impacts. Particularly the compensation of the level framework.
- Marketers should keep on searching for new drives to separate their devotion programs, draw in new clients, and increment the price tag of existing ones.
- . Advertisers should focus on adjusting the cost and compensation for each individual engagement program because it's important for any business to think financially.
- Since customers differ in their characteristics and inclinations - this is also not the subject of this study - some reliability projects should be subdivided according to the qualities and inclinations of objective customers.
- Winning back loyalty projects for priorities and benefits shouldn't be difficult. This implies that merchants must promote a reliability program that supports loyalty in programming, with individuals converting their focus areas into products, borders and various administrations.
- Focused on keeping clients for their work by leaving the organization to their companions and family members through safe informal prescriptions. Plus, customer

engagement doesn't cost as much as attracting new customers

CONCLUSION

Based on the findings of the ongoing investigation, all dedication programs are useful and important in establishing and maintaining customer maintenance. This means that customer maintenance is the premise of all reliability programs. The significant impact has been to reward the level executive, followed by a high energy frontal load for the VIP benefits

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