



Impact Of Marketing Communication On Customer Satisfaction Towards Brand Loyalty At Automobile Showroom In Cuddalore District

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ABSTRACT

Marketing communication involves creating and delivering messages to promote a product or services. It includes advertising, public relations, branding and various channels to connect with the target audience. The primary objective of the research is to study the demographic profile, to identify the value of customer and to measure the satisfaction level of the customers. The research is descriptive and the sample method used is simple random sampling. In this study 114 samples were taken to study the impact of marketing communication on customers, From this study, it is found that most of the respondents are satisfied with the quality of product offered and their expectations are meet by the customers

Keywords: public relations, branding, advertising

INTRODUCTION

The impact of marketing communication on customer satisfaction towards brand loyalty is a crucial aspect of business success. Effective communication strategies can foster positive perceptions, build emotional connections, and ultimately cultivate loyal customer relationships. In this introduction, we'll explore how various marketing communication channels and techniques influence customer satisfaction and contribute to long-term brand loyalty.

REVIEW OF LITERATURE:

Orzan, g. et.at.all (2016) it is important to determine whether its usage has the ability to influence the consumers' perceptions towards brands. Starting from the assumption that social media marketing communication can influence the consumers' trust, affect and loyalty towards brands, this article aims to investigate the relationships between these four main concepts. **Merisavo, M. (2008)**. According to the approach, relationship-based content and frequency are the key components of brand communication that foster consumer loyalty. Customer value and commitment are produced through information processing that is sparked by brand communication. It is proposed that the impacts of brand communication on customer loyalty are mitigated by personalization and interactivity. The results of this dissertation demonstrate that, although it is still evident that digital channels in marketing are primarily utilized for campaigns and short-term outcomes, marketers can gain from utilizing DMC to foster long-term client loyalty. In the contemporary interactive marketing environment, the model provides a foundation for fostering client loyalty. **Thaichon, P.** This The Study looks into the connection between home Internet users in Southern Thailand's marketing messages and their loyalty as customers. This study investigates the variables that affect home Internet users' intentions to remain loyal to brands. The underlying hypothesis of this study is that a company's brand personality, brand image, and brand awareness are developed through direct company communication or indirect consumer interaction. These factors both impact consumer expectations and strengthen consumer perceptions of brand trust. According to exploratory study, customers would be happy with a brand if it can live up to their expectations and keep its promises about its products and brand. High customer satisfaction will therefore increase the degree of brand trust and brand Value

Objectives of the Study:

- To study the socio-economic profile of the respondents.
- To understand the customer values of the product towards the brand loyalty.
- To ascertain the level of satisfaction of customer towards the brand loyalty

Research Methodology:

The Research was undergone to study the Impact of Marketing Communication on customer satisfaction towards Brand loyalty at Automobile showroom. Descriptive research design was used in this study. This research was carried out in Cuddalore district. The Sample size used for the study is 114. Simple random technique was used in this study.

ANALYSIS & INTERPRETATION:**TABLE NO: 1****AMBIENCE OF AUTOMOBILE SHOWROOM**

PARTICULARS	FREQUENCY	PERCENTAGE
Highly satisfied	26	23.01
Satisfied	43	38.05
Neutral	22	19.46
Dissatisfied	14	12.38
Highly Dissatisfied	9	7.89
TOTAL	114	100.0

It is noted from the study that majority of the customers are satisfied with the Ambience of the showroom

LEVEL OF SATISFACTION VS AVAILABILITY OF THE PRODUCT**HYPOTHESIS**

NULL HYPOTHESIS (H10): There is no significant relationship between level of satisfaction and availability of the product in the showroom .

ALTERNATIVE HYPOTHESIS (H12): There is a significant relationship between level of satisfaction and availability of the product in the showroom.

Table no : 2**SATISFACTION LEVEL VS PRODUCT AVAILABILITY**

		LEVEL OF SATISFACTION	AVAILABILITY OF PRODUCT
LEVEL OF SATISFACTION	Pearson Correlation	1	.923**
	Sig. (2-tailed)		.000
	N	114	114
AVAILABILITY OF PRODUCT	Pearson Correlation	.923**	1
	Sig. (2-tailed)	.000	
	N	114	114

** . Correlation is significant at the 0.01 level (2-tailed).

$$R = 0.923$$

From the table it is stated that the correlation value, $r = 0.923$ which indicates a strong correlation between the level of satisfaction and availability of product.

TABLE No: 3

**Analysis of Ranking Given By the Responding Regarding the Satisfaction Level of Customer Value
(WEIGHTED AVERAGE METHOD)**

		5	4	3	2	1		
FACTOR	WEIGHT (W)	Highly Satisfied	Satisfied	Neutral	Dis-Satisfied	Very Satisfied	Total	Rank
Convenience	XI	31	29	21	18	15	114	5
	XIW	115	116	63	36	15	385	
Price	XI	52	31	22	5	4	114	2
	XIW	260	124	66	40	4	492	
Quality	XI	47	29	21	11	5	114	1
	XIW	235	116	171	28	5	505	
Appearance	XI	49	38	15	7	5	114	3
	XIW	245	152	45	14	5	461	
Reliability	XI	56	26	17	9	6	114	4
	XIW	280	104	51	18	6	459	

Inference:

The table highlights that respondents rank First place to quality and Fifth place to convenience.

Findings of the Study:

- The Research highlights that majority of the customers are satisfied with the Ambience of the showroom.
- It is noted from the research that majority of the respondents are satisfied with the products available in the showroom.
- The Research highlights that customer express lack of convenience towards the showroom
- It is noted from the study that 46.01% of the respondents are Highly satisfied with the price & quality
- It is noted that 43.36% of the respondents are highly satisfied with the appearance and reliability of the product.
- From the output of chi-square, it is noted that the calculated value is 1.757 and significant value is 0.000 which is less than 0.05 so, reject the null hypothesis and accept the alternative hypothesis
- From the output of correlation, it is noted that value $r = 0.923$ which indicates a strong correlation between the level of satisfaction and availability of product
- From the output of analysis of variance, it is noted that value is 0.000 which is less than 0.05 so we reject the null hypothesis and accept the alternative hypothesis. Hence there is significant difference in mean between occupation and purchasing MRF tyres.
- From the output of analysis of variance, it is noted that value is 0.000 which is less than 0.05 so we reject the null hypothesis and accept the alternative hypothesis. Hence there is significant difference in mean between occupation and factors influence to purchase update.

DISCUSSION & CONCLUSION:

- Acknowledging that 38.05% are satisfied with the quality of MRF tires, continue efforts to maintain and improve product quality to ensure customer satisfaction and loyalty.
- Customer feels discomfort towards the convenience of the showroom. Hence it is suggested to the showroom in Cuddalore district to improve the facilities in car parking area.
- Showroom in Cuddalore district does not focus on promotion tools. Hence it is suggested to focus more on CRM initiatives. It can also add-on by sending messages on their special occasion, offering discounts for services
- Showrooms in Cuddalore district can also focus on sending emails on new & updates models at regular basis to enhance and stay in touch with the customers for long lasting time period.

CONCLUSION:

In conclusion, the study reveals valuable insights into the demographics, preferences, and satisfaction levels of respondents. The study is based on gender, age, occupation, and preferences is crucial for effective engagement. Managing pricing strategies, emphasizing quality, and addressing dissatisfactions are key considerations for maintaining customer loyalty. Leveraging positive feedback, such as high satisfaction with expectations, can enhance the brand's image. Continuous efforts to build long-term relationships and adapt to changing consumer behaviors will contribute to sustained success.

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