

**A STUDY ON THE EFFECTS OF STORE IMAGE AND
CUSTOMER RELATIONSHIP ON STORE LOYALTY,
SPECIAL REFERENCE TO TEXTILES SECTOR IN
MANMUNAI NORTH DIVISION, BATTICALOA.**



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ABSTRACT

It seems very rare to find an empirical study between store image attributes customer relationships on store loyalty especially in the Sri Lankan context. Whatever the Textile that newly established or expand their branches in many places, to survive they want to promote store loyalty because store loyalty leads to high sales revenue. However this issue still not comprehensively researched by respective organizations in Sri Lanka. This is the research gap in the literature that will be addressed in this empirical study. The problem statement clearly defined in Batticaloa the total income of textile industry has shown decline comparing with last year. The total income declined in the sense, it's questionable whether store loyalty play a role or not. Some of textiles stores earn high sales revenue in Batticaloa, however those firms consist loyalty customers. The Customer loyalty includes four categories such as Brand loyalty, Vendor loyalty, Service loyalty, Store loyalty. Therefore the research question arise here whether loyalty customers being with the firm for the store loyalty.

The conceptual frame work develops based on Bloemer *et.al* 1998 to answer the research questions. The methodology consists of 100 samples of loyalty customers and questionnaire is used to collect primary data from respondents. The five point Likert's scale used to assessed store image attributes in aspects of products and store atmosphere likewise customer relationship is assessed in store service, sales people and communication and store loyalty is assessed in terms of frequently purchase, preference, proud of being customer and continuous purchase. For data evaluation, descriptive analysis is performed with the measures of percentage, mean, and standard deviation. Correlation analysis took place to verify the association of one variable with another.

The importance of this empirical study is in assessing store loyalty through the affects of store images attributes and customer relationships. The results show that there is a significance positive relationship between the store image and store loyalty and significance positive relationship between the customer relationships and store loyalty. It may emphasize a meaningful conversion of store image attributes, customer relationship into store loyalty.

TABLE OF CONTENTS	PAGE
ACKNOWLEDGEMENT	I
ABSTRACT	II
TABLE OF CONTENTS	III
LIST OF TABLES	X
LIST OF FIGURES	XII
CHAPTER – 1	
INTRODUCTION	1-16
1.1 Background of the Study	1
1.2 Problem Statement	2
1.3 Research Question	4
1.4 Objectives of the Study	4
1.5 Significance of the Study	4
1.6 Scope of the Study	4
1.7 Assumptions	5
1.8 Limitations of the Study	5
1.9 Summary	5
CHAPTER – 2	
LITERATURE REVIEW	6-15
2.1 Introduction	6
2.2 Introduction about retailing sector	6

2.3 Trend of consumers' behavior	7
2.4 Customer Loyalty	7
2.4.1 Classification of customer loyalty	9
2.5 Store Loyalty	9
2.5.1 Impacts of store loyalty for retailers	10
2.5.2 Relationship impacts	10
2.5.3 Financial impacts	11
2.6 Store image	12
2.7 Customer relationship	14
2.7.1 Benefits of customer relationship	14
2.8 The relationship between store image and store loyalty	15
2.9 The relationship between customer relationship and store loyalty	15
2.10 Summary	15
CHAPTER – 3	
CONCEPTUALIZATION AND OPERATIONALIZATION	16-24
3.1 Introduction	16
3.2 Conceptualization	16
3.2.1 Conceptual Framework	16
3.3 Store image	17
3.3.1 Products	18
3.3.1.1 Brand Name	18
3.3.1.2 Choice	18
3.3.1.3 Quality	18

3.3.1.4 Price	19
3.3.1.5 Fashion	19
3.3.2 Store atmosphere	19
3.3.2.1 Interior design	19
3.3.2.2 Ventilation	19
3.3.2.3 Dressing room	20
3.3.2.4 Parking facilities	20
3.4 Customer relationships	20
3.4.1 In- store service	20
3.4.1.1 Credit card facilities	20
3.4.1.2 After sales service	20
3.4.1.3 Timing service	21
3.4.1.4 Customize service	21
3.4.1.5 Sales promotion	21
3.4.2 Sales people	21
3.4.2.1 Attitude	21
3.4.2.2 Commitment	21
3.4.2.3 Response	21
3.4.2.4 Support	22
3.4.2.5 Loyal employees	22
3.4.3 Communication	22
3.4.3.1 Descriptive information	22
3.4.3.2 Customer personal contact	22
3.4.3.3 Word of mouth	22
3.4.3.4 Complaint handling	23

3.5 Operationalization	23
3.6 Summary	24
CHAPTER – 4	
METHODOLOGY	25-31
4.1 Introduction	25
4.2 Purpose of the study	25
4.3 Type of investigation	25
4.4 Extent of researcher interference with study	26
4.5 Study setting	26
4.6 unit of analysis	26
4.7 Time horizon	26
4.8 Sample size and sample distribution and sampling methods	26
4.9 Data collection methods	27
4.10 Methods of data presentation and analysis	29
4.11 Methods of data evaluation	29
4.12 Summary	31
CHAPTER – 5	
DATA PRESENTATION ANALYSIS	32-54
5.1 Introduction	32
5.2 Personal information	32
5.2.1 Gender	33

5.2.2 Age	33
5.2.3 Civil status	34
5.2.4 Education qualification	34
5.2.5 Occupation	34
5.2.6 Income	34
5.2.7 Loyalty store	34
5.3 Results and Findings: The effects of store image on store loyalty	35
5.3.1 Products	35
5.3.2 Store atmosphere	36
5.3.3 Overall analysis of store image among Textiles stores	37
5.4 Results and Findings: The effects of customer relationship on store loyalty	38
5.4.1 In – store service	38
5.4.2 Sales people	39
5.4.3 Communication	41
5.4.4 Overall analysis of customer relationship among Textiles stores	42
5.5 Age cross tabulated with store image attributes, customer relationships and store loyalty	43
5.6 Education cross tabulated with store image attributes, customer relationships and store loyalty	46
5.7 Loyalty stores cross tabulated with store image attributes, customer relationship and store loyalty	49
5.8 Bivariate analysis	52
5.8.1 Correlation analysis	52
5.8.2 Regression analysis	52
5.9 Summary	54

CHAPTER – 6

DISCUSSION

55-61

6.1 Introduction	55
6.2 Discussion of cross tabulation based on personal information	55
6.2.1 Age cross tabulated with store image attributes, customer relationships and store loyalty	55
6.2.2 Education cross tabulated with store image attributes, customer relationships and store loyalty	56
6.2.3 Loyalty stores cross tabulated with store image attributes, customer relationships and store loyalty	57
6.3 Discussion to research information	59
6.3.1 Store image	59
6.3.2 Customer relationship	60
6.3.3 Discussion on the relationship of the store image, customer relationship to store loyalty	61
6.4 Summary	61

CHAPTER – 7

CONCLUSION AND RECOMMENDATIONS

62-65

7.1 Introduction	62
7.2 Conclusions and recommendations	62
7.2.1 Conclusion	62

7.2.2 Recommendations	63
7.2.2.1 Products	63
7.2.2.2 Store atmosphere	64
7.2.2.3 In-store service	64
7.2.2.4 Sales people	65
7.3 Summary	65
REFERENCE	66-68
ANNEXES	I-V