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 images 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.

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