

**“A COMPARATIVE STUDY ON CORPORATE IMAGE,
CUSTOMER SATISFACTION AND BRAND LOYALTY IN THE
CONTEXT OF BETWEEN CARGILLS FOOD CITY AND CO-OP
CITY”**



SUNTHARLINGAM YUNESWARAN



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**DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, SRI LANKA**

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Abstract

This research study investigated the corporate image, customer satisfaction and brand loyalty with the context of retail store and survey has been conducted with customer who buy good and service from retail stores like Cargills Foodcity and co-op city in Trincomalee District having. Corporate image is image associated with the name of an organization. Customer satisfaction is the marketing and sales related and it denotes to the amount to which customers are joyful by the products and services delivered by a corporate. Thus lead to heavy competition in the market there for creating corporate image and customer satisfaction vital concept for retail store. In this study investigated the inter competition among corporate image, customer satisfaction and brand loyalty the impact.

An empirical knowledge gap was observed and identified by reviewing the existing literature in corporate image, customer satisfaction on brand loyalty. Hence, this study carried out with three main objectives, such as to determine the level of corporate image perceived by the customers of super markets, to determine the level of customer satisfaction with regard to supermarkets, to determine the level of brand loyalty with regard to supermarkets, to evaluate the impact of corporate image on customer satisfaction of customers and to evaluate the impact of corporate image on brand loyalty of customers in Trincomalee District. This study was conducted by collecting primary data from 200 customers of Cargills Foodcity and co-op city in Trincomalee District. This study mainly used bivariate and regression analyses.

The result revealed that corporate image, customer satisfaction and brand loyalty are higher level, but the rare is at low level in the in both super markets in Trincomalee District but The level of corporate image of Cargills Food City is higher than co-op city. That corporate image (store layout, prestige, service quality, products, promotion, service equipment) have high-level impact on brand loyalty among the cargills and co-op city in Trincomalee District. And there is a positive impact between corporate image (store layout, prestige, service quality, products, promotion, service equipment) and brand loyalty.

Keywords: Corporate Image, Customer Satisfaction, Brand Loyalty

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