

Impact of Brand Loyalty on Improving Customer Retention – A Case Study on Tesco Malaysia

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Abstract: The essence of this study deals with analyzing the brand loyalty level of the customers to retain them within the organization. 175 randomly selected customers were used for survey data in Malaysia. In this study, both quantitative and qualitative method was used to improve research strength. This study evaluated the determinants of brand loyalty and also derived different dimensions of brand loyalty to retain customers. The researchers further investigated the impact of brand loyalty to retain customers. Most importantly, this study identified some issues for developing brand loyalty in a way to retain customers. Eventually, it has been found that promotional and service quality determinants of brand loyalty need to be implemented in any organization.

Keywords: Brand Loyalty, Customer Satisfaction, Customer Retention

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I. Introduction

From the past few decades, brand loyalty is considered as the umbilical issue for the companies to develop strong customers based for the company. Gerald (2011) stated in his study that loyalty level of the customers is mainly the reflection of the customer's behavior for a certain brand, which perceived at the time of their purchasing the brand. Brand loyalty level of the customers makes them inspired to remain engaged with the company. Almost all the companies are highly interested to make strong customers within the organization by retaining them within the company. Besides, the present business environment is getting highly challenging due to the increasing saturation level of the business environment, so company is more interested in retaining the existing customers rather focusing on acquiring new customers. Gillen (2005) claimed that retaining existing customers is inexpensive and easy than acquiring new customers. Moreover, chances of retained customers are more willing to conduct repeated purchasing but it is not sure that a customer's purchase first time from the company would make the second purchase. If customers do not make a repeated purchase than the first purchase of the customers get more expensive for the company because the company have to make a high investment in sales promotion to acquire the new customers. That is why; Brand loyalty of the customers is very significant for the companies as it benefits in many ways to retain the existing customers. The following objectives have been achieved through this study which have been linked in the analysis part-

1. To investigate the determinants that influence brand loyalty of the customers.
2. To find out different dimensions of brand loyalty and evaluate its effectiveness in Tesco customers.
3. To identify the determinants of customer retention.
4. To assess the impact of brand loyalty on retaining existing customers.
5. To find out challenges and provide recommendations of Tesco to improve customers brand loyalty level.

II. Literature Review

2.1 Brand Loyalty

In recent days, it is not easy for the companies to develop brand loyalty level of the customers. It is highly important to improve customer's awareness level and make them extremely satisfied to get engaged with the company. Odin, Odin, and Valette-Florence (2001) claimed in their study that the important benefit companies achieve from the brand loyalty of the customers as they invite their friends and family within the

company which helps on the growth of the company. The significance of brand loyalty is very high among all the marketing strategies company implements on engaging customers within the organization. Most importantly, Brand loyalty draws the attention of the researcher from a long time before to maximize organizational profit and achieve competitive edge within the business environment. Ahmed, Ahmad, and Haq (2014) also stated that the initial activity of the company is to satisfy the customers to improve their brand loyalty and then make them engaged with the company. When customers get engaged with the company they perform word of mouth promotions to other to inspire them to get engaged.

Importance of brand loyalty

The researchers have evaluated the importance of brand loyalty for building a long term relationship with consumers. According to Dato-on (2014), customers are used to selecting a specific company for their daily life and brand loyalty is the attributes that make the customers remain connected with the specific company for their lifelong period. When a company is able to develop a strong relationship with the customers by developing brand loyalty in them get able to gain sustainable advantage within the business environment. Yee and Sidek (2008) stated that brand loyalty of the customers resulted in earning high revenue for the company to improve overall market share of the organization and achieve a competitive advantage within the company. According to Leahy (2008), brand loyalty has a strong impact on developing a market share of the companies, which contributes to developing organizational structure. Basically, a loyal customer is extremely satisfied with the organizational products and services which make them inspired to get engaged with the company on a regular basis. A satisfied customer not only makes themselves engaged with the company but also engaged others with the company to conduct sales which intensively contributes to maximizing profits for the company. When a company is able to generate more market share get able to increase revenue for the organization. Srinivasana, Andersona, and Ponnabolub (2002) stated that the loyal customers make themselves engage in regular purchasing from the organization which helps the organization to generate more revenue for the company. Moreover, the brand loyalty of the customers benefited the organization by not spending additional money for marketing and advertisement. Companies do not need to give price discount on their products as loyal customers are willing to pay a premium price for their preferred brand. Brand loyalty level of the customers makes the company generate more revenue for the company and able to achieve a competitive edge. Adding importantly, Brand loyalty level of the customers benefited the companies in various ways and which benefited the company to minimize additional organizational expenses and highly focused on achieving a sustainable competitive advantage. Brand loyalty level of the customers also contributes to minimizing the bargaining power of the suppliers (Kinuthia, et al., 2012). Mainly the suppliers want to remain engaged with those companies which have a high brand image within the company and gain a strong customers base. Moreover, company's some time intends to develop several types of business relationship with other company and get an advantage over other companies when they gain able to gain a strong customers base of the loyal customers. Mehranjani, Seresht, and Mokhles (2011) illustrated that the companies want to make a partnership with those companies which have a strong customer's base to get advantage from other companies. Moreover, companies also have to get engaged with several communication channels to perform advertisement, recruitment employees and other activities, so the company which has a strong brand image a good customers base gain advantage within the market.

Customer Retention

According to Khan (2013), customer's retention is the ultimate intention of every organization and is the prime concern of relationship marketing strategies to make the customers engaged for a longer time period within the organization. The key strategy of retaining customers is to make the customers satisfied and when they get extremely satisfied to get retained. A retained customer is highly committed to the organization and the loyalty level of a committed customer is always very high for the company. Commitment is one of the important dimensions of brand loyalty which generates trust in customers for the company. Molapo and Mukwada (2011) claimed that it is important to develop the loyalty level of the customer to retain them for the longer time within the organization.

Customer Satisfaction

Customer satisfaction is the reflection of customer's psychological impression (Huntgeburth, 2014). It could be distinguished as the difference between the perception and expectation of the customers. When the gap exists between customer's expectation and perception then the company needs to minimize those gaps as the requirement of customers satisfaction is the perception needs to be higher than customer expectation or at least equal. Customer satisfaction has various impacts in an organization like it benefits the organization to develop a wide variety of customer base. Moreover, the brand image of the organization gets enhanced and company could increase profit by positively influence customers buying behavior. Kumar (2009) claimed that the initial

and utmost target of the organization is to satisfy their customers. When customers get satisfied they get committed to with the company and it generates trust in them. When company able to generate trust with customers then they do not want to switch to other company. Customer's satisfaction is the initial requirement of relationship market as the focal point of relationship marketing strategy is to satisfy customers extremely. When customers get satisfied then relationship builds up between the company and the customers and they want to stay with the company for a longer time period.

Impact of brand loyalty on customer retention

Brand loyalty of the customers does not generate in them by itself as companies need to pay their high concentration to enhance the brand loyalty of the customers as it brings sustainable advantage for the companies (Wiegandt, 2009). This study has evaluated various elements of brand loyalty which significantly contributes to developing the loyalty level of the customers. All of these elements have a strong impact on the dimension of brand loyalty and develop trust level of the customers. Customer's commitment is very important to strongly impact the loyalty level of the customers. Martenson (2007) claimed the ultimate target of the companies is to gain the trust of customers as it is one of the important attributes to develop brand loyalty in consumers. Customers purchasing tendency flourish when they trust the brand and make them engaged in repeated purchasing. The factors of brand loyalty strong impact on the customer's satisfaction level. Every customer wants to make them engaged with the company which has a very high corporate image within the market. Customers believe that the company which has achieved high corporate image within the market has some unique product quality or services which make them able to engage with the company with the positive manner. Pricing strategy and sales promotion also play an important role in customer's engagement. It is significantly important for the companies to set product pricing based on the needs and demand of the customers. Loyal customers do not need promotional offers as they already satisfied with the company with its product and services but for those customers who are not loyal yet are effective to get them close to the company.

The factors of brand loyalty are very effective to make the customers satisfied and protected from switching the company. Brand loyalty has a very high impact on customers switching tendency as loyal customers do not want to switch from the company as they already are satisfied with the organizational product and services. A satisfied customer does not want to switch from the company and is considered as strong switching barrier for the company. A Loyalty program is an effective communication process for the customers which establish regular communication with the customers and also act as a strong switching barrier for the company.

III. Methodology Of The Study

In this study, the data was collected using the survey method by the researchers. The survey was conducted among customers of Tesco at Selangor in Malaysia during the month of May 2017. The questionnaire consists of twenty-four questions. Among these questions, the first six questions are used to measure the signified control variables, namely gender, age, education, marital status, profession, monthly income and next eighteen questions are used to measure independent and dependent variables. The Five-point Likert scale is used as a measurement range for eighteen questions (1-18, section B). The first six questions (demographic related, Section A) have been used as close-ended questions. The population of the study is comprised of all consumers available at Tesco outlay, Selangor, Malaysia. The questionnaire was handed over individually to the randomly selected respondents. The questionnaire was provided by the researchers to those customers who agreed to participate in the study. Out of 380 distributed surveys, 175 completed and usable responses were received. The response rate was 46%. Furthermore, among the respondents, 66% were male and 34% were female. After that, 78% of them were the age range between (21 years-30years). Then, 46% of them were graduates. And most importantly, 58% respondents were single. Measurement

The response option for all the items ranges from 1 = highly disagreed to 5 = highly agreed. Five-point Likert scale (with 1 = highly disagreed, 2 = disagreed, 3 = neutral, 4 = agreed, 5 = highly agreed) is used as a measurement range. The researchers used six items to measure determinants of brand loyalty (Corporate image of Tesco influence on customers purchasing, Tesco is able to fulfill your all the basic needs, Customers always perceive service from Tesco according to their expectation, Tesco's product pricing selection is highly effective, Customers satisfied with the promotional strategy of Tesco, Customers find product's country of origin before purchasing a product). The questionnaire used five items to measure dimensions of brand loyalty (I usually purchase product and service Tesco repeatedly, I have the interest to invite others to shop in Tesco, I have emotional feelings while purchasing at Tesco, I committed to doing shopping with Tesco, I have trust towards price and quality on Tesco). There were three items to evaluate determinants of customer retention (I am satisfied with shopping in Tesco, I Would switch to other company if I find same products in same price other than Tesco, Tesco makes regular communication with customers). Furthermore, there were three questions used to measure impact of brand loyalty on retaining (Brand loyalty has strong impact on customer's satisfaction,

Brand loyalty with Tesco make customers engaged with company and protecting them to switch to other company, Do you agree that Tesco regularly communicate with you to improve your loyalty level?).

Furthermore, the researchers also used four themes to analyze qualitative data. They are theme 1 (How brand loyalty factors contribute to retaining the customers?), theme 2 (How you could evaluate the loyalty level of the customers?), and theme 3 (How brand loyalty is successfully able to retain the existing customers?), theme 4 (How brand loyalty impact on customer retention and provide you suggestion for Tesco?).

IV. Results

Analysis of Qualitative Data

Qualitative data were collected from five different managers of the Tesco store and collected data were presented in four different themes:

Analysis of Theme – 01

The managers evaluated the importance of several brand loyalty factors and among these factors they indicated few factors that have significant impact on the organization to develop brand loyalty level of the customers and found that corporate image, pricing, service quality and promotional strategy have very strong impact on developing loyalty level of the customers and also found that the promotional strategy and service quality of the organization need to be developed. So, it was found from the theme 1 that Tesco needs to develop its promotional strategy and also service quality of the organization to remain competitive within the market.

Analysis of Theme – 02

In this section, researchers evaluated the dimension of brand loyalty and found conflict among the opinion of the managers as it was found that 1-1 manager focused on improving the customers repeated purchasing and manager 1-3 oppose that repeated purchasing could not be revealed loyalty level of the customers as it could be achieved by any significant influence like promotional offer etc. The psychological feelings of the customers are significant to make them engaged with the company for a longer time period so it needs to be improved. Moreover, it is also important for the company to make the customers get emotionally engaged with the company. So it is analyzed that only making the customers engaged for repeated purchasing through promotional offer do not indicate the loyalty level in the customers but a company needs to make the customers get psychologically engaged with the company for making repeated purchasing through improving their emotional feelings.

Analysis of Theme – 03

It is visible that to retain customers basic things required is to make the customers satisfy to protect them from switching to others company. Mainly, when the customers get satisfied they would not want to switch to other companies. There are also several techniques to develop organizational switching barrier and managers mentioned that the switching barrier of Tesco needs to improve. It is also important to develop the communication strategy for the company to make the customers satisfied and develop organizational switching barrier. So, it is analyzed that achieving customer's satisfaction is the basic needs of the company to develop organizational switching barrier. It is also important to develop communication level of the company with the customers. It is also important for Tesco to improve switching barrier of the company by improving communication strategy and make the customers get extremely satisfied.

Analysis of Theme – 04

Managers gave their different view for the development of the customers brand loyalty for developing the organizational corporate image, promotional strategy and service quality.

Analysis of Quantitative Data

Analysis of question 2 to question 7

These questions were asked by the researchers to evaluate the brand loyalty factors of the organization and found that only a few customers mentioned that organizational corporate image is very good to influence customers on purchasing. Martenson (2007) claimed that customers purchasing tendency strongly get influenced by the corporate brand image of the company. To retain the customers, it is important to make them get engaged with the company and conduct repeated purchasing and the corporate image has a significant contribution to making the customers influenced on purchasing. According to Brand finance (2016), Tesco is 8th most value able brand in UK market. According to Fortune Global (2016), Tesco is the 72nd global brand all over the world (Fortune Global 500, 2016). In Malaysia Tesco also has a good corporate image within the market. It is important for the company to fulfill basic needs of the customers to make them involved with the company. Wysocki (2010) claimed that customer's involvement is varied not only on the fulfillment of basic needs but

companies have to deliver unique service to the customers to make them involved with the company. The lifestyles of the customers have changed and their demand has increased extensively, so it is important for every organization to meet the customer's lifestyle to make them involved with the company. From the collected data, it is found that more than half of the customers consider that Tesco is able to fulfill all the basic need of the company. It is supportive for Tesco to develop loyalty level of the customers. When **question 04** was asked to find out the service quality of Tesco and evaluated that the average customer's numbers were high and it was more than half of the total respondents. Bejou, Keiningham, and Aksoy (2013) claimed that companies designed service features in such way that it could able to minimize the gap between the customer's expectation and perceived service quality. There are various features that have a significant impact on organizational service quality like in retail store speed of service, store cleanness, product availability, retail atmospherics, employee's attitude etc. According to The Telegraph (2015), Tesco was ranked as the worst company for delivering customers service in various sector like cashier courtesy, store cleanness, check out speed, availability of items etc. Service quality is the combinations of various factors so it is important to develop service quality of Tesco to remain competitive.

When data collected to evaluate the pricing strategy of Tesco it is found that more than half of the customers were satisfied with Tesco's pricing strategy but few of them were also dissatisfied. The UK Tesco is facing several competitions from the discount shoppers to meet with the pricing strategy that discount shoppers are following. According to FT (2016), Tesco has poised to report that the company has to face 5bn loss in the year of 2015. The sale in Malaysia is still high but it is important for the company to remain conscious for the long-term sustainability of the company. Promotional strategy is an important factor of brand loyalty and when the effectiveness of promotional strategy has evaluated and found that large numbers of the customers were in average mentality with the organizational promotional strategy. According to Zhang, et al., (2015), product promotion is an effective process for the organizations to make the customers get close to the company. It is the key marketing technique to maximize organizational profits by engaging the customers in repeated purchasing. Tesco needs to develop the organizational promotional strategy and both monetary and non-monetary promotional techniques need to apply as different customers want different types of promotional offer. Finally, when researchers evaluated the effectiveness of products country of origin and found that large segment of customers usually find out the product country of origin before purchasing the product and there are some customers who are concern enough to purchase a product after analyzing the origin of the manufactured product.

Analysis of question 08 to question 12

Researchers asked these questions to measure the loyalty level of the Tesco customers and when researchers evaluated the behavioral loyalty of customers in question 8 and found that half of the customers acknowledge that they have a tendency to make repeated purchasing. According to Harary and Lipstein (1962), behavioral loyalty measured by analyzing the repeated purchasing tendency of customers. Tesco is able to engage large segments of customers for repeated purchasing but it is not the ultimate criteria for developing the loyalty level. It is important to identify the interest of the customers as it is important to make the customers interested to conduct word of mouth promotional offer and found from the collected data that the disagreed customer's numbers were high. Mainly, when the customers get loyal to the company they also want make others engaged with the company so still Tesco needs to take an effective strategy to improve customer's interest in conducting word of mouth promotion.

Cognitive dimension of brand loyalty is also significantly important as it evaluates the emotional feelings of the customers and when data collected and found that one-fourth of the customers do not agree that they have an emotional feeling for the company. Emotional loyalty is highly effective than behavioral loyalty and it exists in customers for a longer time period (Morgan and Hunt, 1994). Customers are high emotional and it is important for the company to make the customers emotionally get engaged with the company as it effectively triggers the purchasing tendency of the customers. Commitment is another important dimension of brand loyalty and it is the key issue to develop ultimate loyalty of the customers and found when the question asked to the respondents that customer's commitment level is not high enough and it needs to be developed. Commitment is the basic requirement of trust and the same result obtained when author investigated the trust level of the customers for Tesco and found that around half of the customers mentioned that they have average trust for the company. Trust is a major requirement for developing customers brand loyalty and makes them get satisfied with the company, so Tesco needs to develop strategies to develop trust level of the customers.

Analysis of question 13 to question 15

Customer's satisfaction is very crucial for the company to make the customers retain and it is found that the numbers of satisfied customers were high. Customer's satisfaction is the initial requirement for retaining customers but is not the ultimate requirement. To make the customers retain it is important to extremely satisfy the customers. According to Huntgeburth (2014), customer satisfaction is the reflection of customer's

psychological impression. The outcomes of the result indicate that effective strategy would surely retain the satisfied customers to the organization and there are also few criteria that need to improve to retain the customers like developing organizational switching barrier and developing communication with customers. When data evaluated about the switching barrier of the organization and found that customers switching tendency is high as if they get a better offer from the competitor's company they would switch from the company. The need for organizational switching barriers is high and it needs to develop to protect the customers from unpredicted switching due to the small fluctuation of the company. Again the communication level of the company with the customers is also very significant for the company. Effective communication develops awareness level of the customers and makes them satisfied with the company. When researchers evaluated the effectiveness of communication strategies of Tesco it is found that customers do not a thing that Tesco is concerned enough to develop strong communication with them. In the present business world, social media is dominating to make the customers engaged with the company as companies have highly emphasized on social media to communicate with the customers. It is important for Tesco to make the right use of social media marketing strategy to make the customers get engaged with the company

Analysis of question 16 to question 17

When data is evaluated to find out the impact of brand loyalty in customer satisfaction it is found that large numbers of customers mentioned that it has a high impact on satisfying customers. Basically, the more the customers get satisfied with the company deeply get engaged with the company. Again it is also found that loyal customers do not want to make easy switching from the company, as switching barrier is the attributes which protect the customers from easy switching from the company even at the time of small fluctuation of the organization. It is found from the earlier question that customers of Tesco have switching tendency so it indicated that the loyalty level of the customers is not to the expected level so necessary strategies need to undertake to make the customers get loyal with the company. Moreover, the communication of the company is also crucially important for the company so it is important for Tesco to develop communication with the customers. The Loyalty program is an effective communication process and also act as an effective barrier for the company to protect switching of the customers.

Analysis of question 1 to question 3

It is found from the collected data that the numbers of customers were less not engaged with the company for a longer time period as Tesco started it business in 2002 in Malaysia and around half of the customers were engaged with the company for less than 4 years of time. Although the company is operating in Malaysia for 14 years the company is not able to be retained the customers. From the following question, it is found that retaining customers within the organization has several benefits. A retain customer helps the company to achieve competitive edge within the market. Brand loyalty is a significant factor that helps the company to make the customers engaged with the company for a longer time period. It is important to develop effective strategies to improve the brand loyalty of the customers to retain them within the company.

Link with research objectives:

Link with objective 'One': To investigate the determinants that influence brand loyalty of the customers:

Researchers collected qualitative and quantitative both types of data to derive this objective. Analyzing the collected quantitative data it is found that customers were satisfied with the corporate brand image of Tesco and it is also able to satisfy the needs and demand of the customers by providing all types of product which customers' needs to maintain their lifestyles. Again pricing strategy of the company is satisfactory in Malaysia as still there are not effective discount shoppers as Tesco in the UK is struggling to meet product pricing with the discounters. Customers were not satisfied with the promotional offer, so Tesco needs to develop the organizational promotional strategy and both monetary and non-monetary promotional techniques need to be applied to different customers want different types of promotional offer. Finally, the service quality of Tesco was not satisfactory so it needs to develop and there is a various factor related to effective service so it needs to be developed. While collecting qualitative data it evaluated that managers acknowledged that Tesco needs to develop its promotional strategy and also service quality of the organization to remain competitive within the market.

So it is found from this objective that 'promotion' and 'service quality' brand loyalty factors need to develop to enhance customers' loyalty level.

Link with objective 'Two': To find out different dimensions of brand loyalty and evaluate its effectiveness of Tesco customers:

Qualitative and quantitative both types of data are investigated to find out this objective. While investigating to measure the dimensions of brand loyalty level it is found that customers had the interest to make

repeated purchasing but they were not loyal to the expected level as their interest to make word of mouth promotion was seemed low. It is important for the company to shape customers attitude in a way that they would like to influence others to get engaged with the company. Moreover, it is also important to make them emotionally engaged but while evaluating cognitive brand loyalty it is found that their emotional feelings for Tesco were also low. Trust is a very important factor to make the customers loyal and found that they also have low trust in the company. Again from qualitative data, it evaluated that only making the customers engaged for repeated purchasing through promotional offer is not indicates the loyalty level in the customers but the company needs to make the customers get psychologically engaged with the company for making repeated purchasing through improving their emotional feelings. So, from the second objective of the research, it is found after analyzing loyalty level of the customers that large numbers of customers have less emotion for the company and also do not trust the company a lot which needs to improve for developing their loyalty level.

Link with objective ‘Three’: To identify the determinants of customer retention:

Both qualitative and quantitative data are investigated for finding this objective. When investigated the customer retention factors evaluated that customers were satisfied with Tesco but still, they have a tendency to switch from the company if they found a better offer from the competitors. So it is important for Tesco to develop barrier for the customers to protect their switching event at the time of organizational short fluctuation. Mainly the communication strategy of the company needs to be improved as it has a very strong impact to enhance customer’s awareness level and make them engaged with the company. From qualitative data, it evaluated that achieving customer’s satisfaction is the basic needs of the company and also needs to develop organizational switching barrier. It is also important to develop communication level of the company with the customers as it is important for Tesco to improve switching barrier of the company by improving communication strategy and make the customers get extremely satisfied. So, the switching barrier of Tesco needs to be developed by implementing effective loyalty programs and also communication with the customer’s needs to be developed.

Link with objective ‘Four’: To assess the impact of brand loyalty on retaining existing customers:

From this objective, it is found that brand loyalty has a significant impact on organizational customer’s retention. Again communication of the company is also crucially important for the company so it is important for Tesco to develop communication with the customers. The Loyalty program is an effective communication process and also act as an effective barrier for the company to protect switching of the customers. So, Tesco needs to implement strategies in a way that it could develop brand loyalty level of the customers.

Link with objective ‘Five’: To find out challenges and provide recommendations of Tesco to improve customers brand loyalty level:

It has found that suggestion found for developing organizational corporate image, promotional strategy and service quality. From the collected data it is found that customers gave their opinion that Tesco has a good brand image within the market so promotional offer and service quality needs to be developed. Again, it is also important to improve customer’s emotional feelings which need to establish regular communication with the customers.

V. Recommendations

Developing Promotional Strategies

Both types of promotional strategy need to be implemented as some customers are more willing to have monetary promotions and some are interested to have non-monetary promotions. These promotional activities make the customers buy food in a good quantity and Tesco needs to follow the promotional strategy based on the market competitors. This is an effective method to remain competitive within the market and Tesco has the ability to follow this promotional strategy as it is operating with numbers of stores. Moreover, few things could be done in every Tesco store. Firstly, Tesco could follow demonstration promotional offer so that customers could find out performance ability of Tesco products. Secondly, cash-intensive has also given for purchasing a certain amount of products from the store. Discount needs to present for repeated purchasing. Thirdly, free gifts need to provide for a certain amount of purchase.

Developing Service Quality

This is an effective business strategy that Tesco needs to develop to remain competitive within the business environment these are as follows: Firstly, the courtesy of sales representative needs to improve like whenever they approach a customer’s needs to give smile showing them greeting. Secondly, the checking out speed needs to develop as customers do not want to waste time by standing in a queue. The checks out speed also need to improve by providing assistant there for guiding and packaging products. Thirdly, store cleanness is

a very important issue for the service delivering to the customers. A staff needs to be dedicated to walk around the store and needs to clean the place where he found darts. Fourthly, product availability is an important issue and proper stockup needs to maintain, It is important for the store manager that needs to maintain proper stock and customers would always find their desired product when they about to purchase that. Finally, service needs to be provided error-free and all service assistance needs to wear a clean and tidy uniform with a name written on the top.

Improving Customers' Trust

It is important for Tesco to develop customers and trust by creating a value of the relationship with customers. Customers need to be prioritized with their decisions and service employee's needs to make consistent helps to customers who need assistance. Especially the front-line employees need to remember of the regular customer's name so that when they reach to the store the customer service assistance needs to call them by their name which would make them confidence while they go shopping. Again, after their purchase, a thanks message needs to be sent in their cell phone stating thanks for shopping with Tesco and number needs to retrieve from their loyalty card what they used for purchasing the products.

Improving Communication with Customers

It has a very significant impact on the customers to develop their awareness level for the company and the latest products offered by the company. There are several processes that could be used as a means of communication like mobile communication is an effective means of communication and company could easily reach to the target customer ignoring the target and the locations. There are various apps used by the customers to deliver effective service to them. Location-based marketing is highly effective to make the company able to reach the target customers. Tesco also needs to greatly use the social media marketing to engage customers in making conversation with the company

VI. Conclusion

Due to the basilisk market pressure, the challenge in the business environment is increasing very rapidly and high antagonism perceived among the companies, so a little mistake could ruin the attainment of the companies. It is crucial for the companies to achieve a dynamic customer base to ensure a sustainable competitive edge for the company. Brand loyalty is the factor that makes the customers inspired to remain engaged with the company for their lifelong period of time and customers do not switch to other company ever for short fluctuation. Brand loyalty has a significant impact on retaining customers, so its important for the business organization is very high. Most of the companies invest enough money to retain the existing customers to gain a strong customers base and in this study researchers have investigated the effectiveness of brand loyalty to make the companies able to achieve a strong customer's base through retaining them. The total study has segmented into few objectives to achieve research goal accurately and author collected both primary and secondary data to derive outcomes of these objectives. Researchers' fist linked research outcomes with research objectives and then recommended to Tesco to successfully implement strategies to develop customers brand loyalty to retain them. Still, there is an opportunity for the researchers to conduct research in the same area of the research to gain deeper knowledge. Customers brand loyalty is a psychological issue and researchers this types could follow inductive research approach to deeply focus on qualitative data to analyses human mind effectively. Research area could also change like, researchers could focus on customer satisfaction instead of customer retention as customers satisfaction is the basic needs of customer retention.

VII. Limitation of the research

Time and world limitations were proved very crucial for the researchers as the author have to work very hard to complete everything within the pre-determined time period. Moreover, the survey conducted only from one store which needs to conduct from several more stores. The response of the customers might vary with the change of geographical locations.

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