

EXAMINING THE RELATIONSHIP BETWEEN CUSTOMER SATISFACTION AND
BRAND LOYALTY: EVIDENCE FROM THE MOBILE PHONE INDUSTRY IN
THIRUVARUR DISTRICT

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ABSTRACT

Customer satisfaction and brand loyalty are two critical factors that determine the long-term success of firms in the highly competitive mobile phone industry. This study examines the relationship between customer satisfaction and brand loyalty among mobile phone users in Thiruvapur District. The primary objective is to analyze how various dimensions of customer satisfaction-such as product quality, price, features, after-sales service, brand image, and customer support-contribute to the development of brand loyalty. The research adopts a quantitative approach using primary data collected through a structured questionnaire administered to mobile phone users in Thiruvapur District. A sample of respondents was selected using convenient sampling techniques. Statistical tools such as percentage analysis, correlation analysis, and regression analysis were employed to evaluate the strength and significance of the relationship between customer satisfaction and brand loyalty. The findings reveal a strong and positive relationship between customer satisfaction and brand loyalty in the mobile phone market. Customers who are highly satisfied with product performance, service quality, and overall brand experience are more likely to repurchase the same brand and recommend it to others. The study concludes that improving customer satisfaction is a strategic pathway to enhancing brand loyalty in the competitive mobile phone industry. This research provides valuable insights for mobile phone companies and marketers in designing effective customer retention strategies and strengthening long-term customer relationships in regional markets such as Thiruvapur District.

Keywords: Customer Satisfaction, Brand Loyalty, Mobile Phone Industry, Consumer Behavior, Thiruvapur District.

1. INTRODUCTION

In today's highly competitive business environment, customer satisfaction has emerged as a key determinant [1] of organizational success and sustainability. Particularly in the mobile phone industry, where technological advancements, innovation, and brand competition are rapidly increasing, companies must continuously focus on satisfying customers to retain their market position. Customer satisfaction not only influences immediate purchasing decisions but also plays a significant role in building long-term relationships between consumers and brands. Brand loyalty refers to a customer's consistent preference and repeated purchase of a particular brand over competing alternatives. It is considered one of the most [2] valuable intangible assets for companies, as loyal customers are more likely to make repeat purchases, recommend the brand to others, and remain less sensitive to price changes. In the context of the mobile

phone industry, brand loyalty is shaped by several factors including product quality, innovative features, pricing strategies, brand image, after-sales service, and overall customer experience.

The global mobile phone market is dominated by leading brands such as Samsung, Apple Inc., Xiaomi, and OnePlus, which continuously strive to enhance customer satisfaction through innovation and service excellence. However, consumer preferences may vary significantly across regions due to socio-economic factors, purchasing power, lifestyle, and brand perceptions. Therefore, examining customer satisfaction and brand loyalty at the regional level provides deeper insights into consumer behavior. Thiruvavur District, located in Tamil Nadu, represents a growing consumer market where mobile phone usage has increased substantially due to digitalization, online education, social media usage, and mobile-based financial services. Understanding the relationship between customer satisfaction and brand loyalty in this district is essential for mobile phone companies aiming to strengthen their presence in semi-urban and rural markets[3].

Although numerous studies have explored customer satisfaction and brand loyalty in metropolitan areas, limited[13] research has focused on district-level markets such as Thiruvavur. This study seeks to bridge that gap by examining how different dimensions of customer satisfaction influence brand loyalty among mobile phone users in Thiruvavur District. The findings of this study will contribute to the existing body of knowledge and provide practical implications for marketers and business strategists in designing effective customer retention and brand-building strategies[4].

1.1 OBJECTIVES

- To identify the factors influencing customer satisfaction among mobile phone users in Thiruvavur District[7].
- To measure the level of customer satisfaction with respect to product quality, price, features, brand image, and after-sales service[9].
- To examine the level of brand loyalty among mobile phone users in the study area.
- To analyze the relationship between customer satisfaction and brand loyalty[13].
- To determine the impact of customer satisfaction on customers repurchase intention and recommendation behavior[5].
- To provide suggestions to mobile phone companies for improving customer satisfaction and strengthening brand loyalty in Thiruvavur District[6].

1.2 RESEARCH GAP

Customer satisfaction and brand loyalty have been widely studied in marketing literature, particularly in the context of the mobile phone industry. Many previous studies have focused on understanding how product quality, price, service quality, and brand image influence customer retention and repurchase behavior[8]. However, most of these studies have been conducted in metropolitan cities or at the national and international levels, where market conditions, purchasing power, and consumer awareness significantly differ from smaller districts[10].

There is limited empirical research that specifically examines the relationship between customer satisfaction and brand loyalty in district-level markets such as Thiruvavur District. Consumer behavior in semi-urban and rural regions may vary due to differences in income levels, access to technology,[5] brand exposure, cultural factors, and service infrastructure. These regional characteristics may influence both

satisfaction levels and loyalty patterns in ways that are not fully captured in studies conducted in larger urban markets[11].

Furthermore, existing studies often analyze customer satisfaction and brand loyalty as independent constructs without deeply examining the direct impact of satisfaction dimensions—such as after-sales service, pricing fairness, and product durability—on loyalty outcomes within localized markets. There is also a need to assess how satisfaction translates into behavioral loyalty (repeat purchase and recommendation) in emerging regional markets[12].

Therefore, this study attempts to fill this gap by providing empirical evidence on the relationship between customer satisfaction and brand loyalty specifically in the mobile phone industry in Thiruvavarur District. By focusing on a district-level market, the study contributes to the existing body of knowledge and offers region-specific insights for marketers and mobile phone companies aiming to strengthen their customer retention strategies[14].

2. METHODOLOGY

Research methodology refers to the systematic process adopted to collect, analyze, and interpret data for achieving the objectives of the study. The present study examines the relationship between customer satisfaction[15] and brand loyalty in the mobile phone industry in Thiruvavarur District.

2.1 Research Design

The study adopts a descriptive research design. This design is appropriate as it aims to describe the level of customer satisfaction and brand loyalty and examine the relationship between these variables among mobile phone users in Thiruvavarur District[16].

Figure.1. The conceptual framework of this study is based on a Customer Satisfaction Model that explains the relationship between customer expectations, perceived quality, perceived value, customer satisfaction, complaints, and loyalty[18].

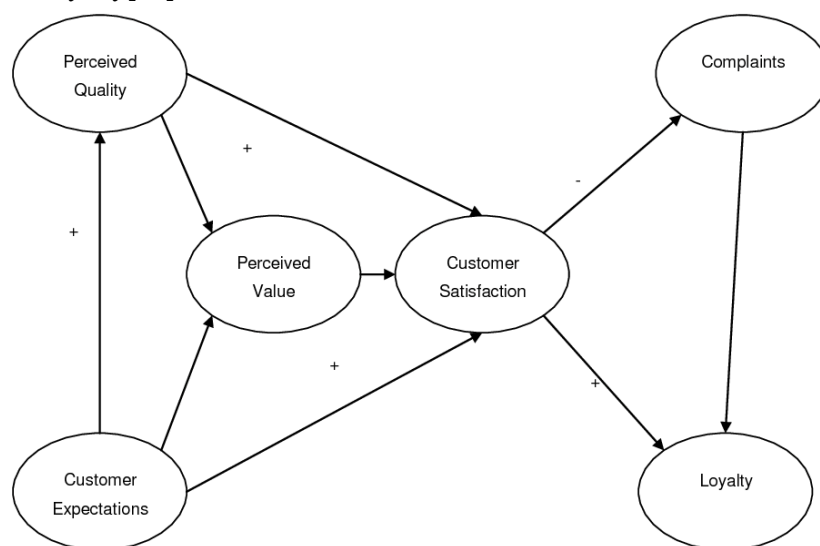


Fig.1. Satisfaction-Loyalty Structural Model

2.2 Nature of Data

The study is based on both primary and secondary data.

- Primary Data: Primary data were collected directly from mobile phone users through a structured questionnaire[17].
- Secondary Data: Secondary data were collected from books, journals, research articles, websites, company reports, and other relevant published sources to support the theoretical framework of the study[19].

2.3 Area of the Study

The study was conducted in Thiruvarur District, located in Tamil Nadu.

2.4 Sampling Design

- Population: The population of the study consists of mobile phone users in Thiruvarur District[20].
- Sampling Technique: Convenience sampling method was used to select respondents due to time and accessibility constraints[5].
- Sample Size: A total of - respondents were selected for the study.

2.5 Data Collection Instrument

A structured questionnaire was designed to collect data from respondents. The questionnaire consisted of two sections:

- Demographic details (age, gender, income, occupation, etc.)
- Questions related[3] to customer satisfaction factors (product quality, price, features, service quality, brand image) and brand loyalty (repurchase intention, recommendation, preference).

A Likert five-point scale (Strongly Agree to Strongly Disagree) was used to measure respondents' opinions.

Table.1. Explains structured questionnaire consisting of demographic questions and measurement items related to customer satisfaction and brand loyalty[21].

Section	Variable / Dimension	Number of Items	Sample Statements	Measurement Scale
A	Demographic Profile	5–6	Age, Gender, Income, Education, Occupation	Nominal Scale
B1	Product Quality	4	“The mobile phone has good durability.”	5-Point Likert Scale
B2	Price Fairness	3	“The price of the mobile phone is reasonable.”	5-Point Likert Scale
B3	Features & Technology	4	“The phone offers advanced and useful features.”	5-Point Likert Scale
B4	Brand Image	3	“The brand has a strong reputation in the market.”	5-Point Likert Scale
B5	After-Sales Service	3	“Service centers provide timely support.”	5-Point Likert Scale
C1	Repurchase Intention	3	“I will buy the same brand again.”	5-Point Likert Scale
C2	Recommendation Behavior	3	“I would recommend this brand to others.”	5-Point Likert Scale
C3	Overall Brand Loyalty	3	“I prefer this brand over other brands.”	5-Point Likert Scale

Table.1. Structure of the Questionnaire

3. DISCUSSION AND RESULT

3.1 DISCUSSION

The results of the study support existing marketing theories that emphasize satisfaction as a precursor to loyalty. In the context of Thiruvavur District, mobile phone users prioritize quality, advanced features, and value for money. When these expectations are met, customers develop trust and commitment toward the brand[22].The findings also indicate that dissatisfaction may result in complaints and potential brand switching. Therefore, companies must focus not only on product innovation but also on strengthening after-sales service and customer support systems.

The study concludes that enhancing customer satisfaction is essential for building long-term brand loyalty in the competitive mobile phone market. Companies operating in district-level markets should adopt customer-centric strategies to improve satisfaction levels and minimize switching behavior[1].

3.2 RESULT

3.2.1 Demographic Profile of Respondents

The analysis of demographic data shows that the majority of respondents belong to the age group of 18-35 years, indicating that young consumers dominate the mobile phone market in Thiruvavarur District. A balanced representation of [7] male and female respondents was observed. Most respondents were students and salaried employees with moderate income levels, suggesting that affordability and value-for-money are important purchase considerations.

3.2.2 Level of Customer Satisfaction

The mean score analysis indicates that respondents are generally satisfied with their mobile phone brands. Among the satisfaction dimensions:

- Perceived Quality received a high mean score, indicating that customers are satisfied with product durability, performance, and reliability.
- Features and Technology also showed strong satisfaction, reflecting the importance of innovation and updated specifications.
- Price Fairness recorded moderate satisfaction, suggesting that while customers perceive value, price sensitivity still exists[16].
- After-Sales Service showed comparatively lower satisfaction than product-related factors, indicating an area for improvement.

Overall, the findings suggest that product quality and technological features are the primary drivers of satisfaction in the mobile phone market.

3.2.3 Level of Brand Loyalty

The results reveal that a significant proportion of respondents expressed intention to repurchase the same brand and recommend it to others. The mean score for loyalty indicators such as repurchase intention and brand preference was above average, demonstrating a moderate to high level of brand loyalty among mobile phone users in Thiruvavarur District[6].

However, some respondents indicated willingness to switch brands if better features or pricing are offered, suggesting that loyalty is influenced by competitive market dynamics.

3.2.4 Correlation Analysis

The correlation analysis shows a strong positive relationship between customer satisfaction and brand loyalty. The correlation coefficient (r) indicates a statistically significant association between the two variables at the 5% level of significance. This implies that higher levels of customer satisfaction lead to stronger brand loyalty. Customers who are satisfied with product quality, price, and service are more likely to remain loyal to the brand[9].

Table.2. represents the Five-Point Likert Scale used to measure respondents' opinions in the study. It shows how levels of agreement and disagreement are converted into numerical values ranging from 1 to 5. A score of 5 indicates strong agreement, while a score of 1 indicates strong disagreement. This scale helps in quantifying respondents' perceptions for statistical analysis and interpretation.

Table.2. Likert Scale

Scale Value	Response Category
5	Strongly Agree
4	Agree
3	Neutral
2	Disagree
1	Strongly Disagree

Measurement

The Figure.2. illustrates of different customer Perceived Quality, Features Fairness, and After-Sales Loyalty.

the average (mean) scores satisfaction dimensions- & Technology, Price Service-along with Brand

It visually compares the level of satisfaction across these variables on a five-point Likert scale. The chart shows that Perceived Quality and Brand Loyalty have higher mean scores, while After-Sales Service has comparatively lower satisfaction levels.



Fig.2. Customer Satisfaction Dimensions and Brand Loyalty

This diagramFigure.3. shows the average (mean) scores of different customer satisfaction dimensions and brand loyalty measured using a five-point Likert scale. It indicates that Perceived Quality and Brand Loyalty have the highest mean scores, reflecting higher levels of customer agreement and satisfaction. After-Sales Service has the lowest mean score, suggesting comparatively lower satisfaction in that area. Overall, the chart highlights that product quality and brand-related factors contribute more strongly to customer satisfaction and loyalty in the mobile phone industry.

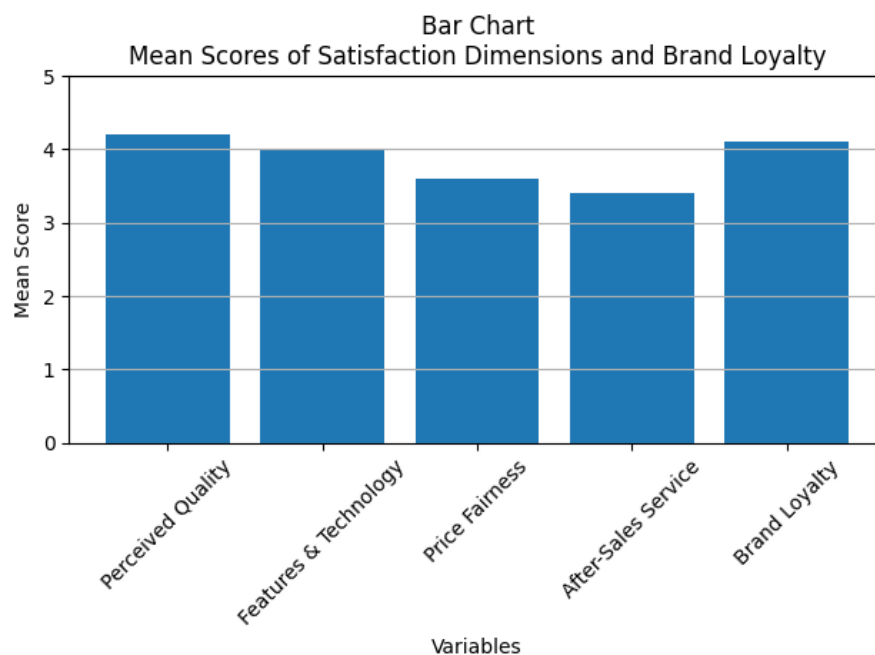


Fig.3. SPSS-Style Bar Chart of Mean Scores for Customer Satisfaction Dimensions and Brand Loyalty

CONCLUSION

The present study examined the relationship between customer satisfaction and brand loyalty in the mobile phone industry in Thiruvapur District. The findings clearly indicate that customer satisfaction plays a significant and positive role in influencing brand loyalty among mobile phone users. Satisfaction derived from product quality, advanced features, reasonable pricing, brand image, and after-sales service significantly contributes to customers' intention to repurchase and recommend the brand to others. The results of correlation and regression analyses confirm that higher levels of customer satisfaction lead to stronger brand loyalty. Among the various dimensions studied, perceived quality and perceived value emerged as the most influential factors in enhancing loyalty. Although customers generally expressed satisfaction with their mobile phone brands, after-sales service was identified as an area requiring improvement. The study highlights that in a competitive and technology-driven market, companies must adopt customer-centric strategies to sustain long-term relationships. Merely attracting new customers is not sufficient; maintaining satisfaction is essential for building loyalty and reducing brand switching behavior. In conclusion, improving customer satisfaction should be considered a strategic priority for mobile phone companies operating in Thiruvapur District. By focusing on quality enhancement, fair pricing, continuous innovation, and efficient service support, firms can strengthen brand loyalty and achieve sustainable growth in regional markets.

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