

Impact of Customer Satisfaction and Brand Image on Brand Loyalty

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Abstract: *The study is going to analyze the impact of customer satisfaction and brand image on brand loyalty. The impact has been seen by the data obtained from the consumers of Gujranwala, Pakistan. Questionnaire survey was conducted to obtain data from randomly selected University of the Punjab, Gift University, Indus Industries and local society consumers. A sample of about 200 respondents was obtained in a period of one month and their responses were further tested on SPSS software by applying different statistical techniques. Results concluded that the customer satisfaction and brand image both have a significant positive impact on the brand loyalty. Study revealed that the impact of brand image on brand loyalty was greater than the impact of customer satisfaction. Furthermore, this research elaborates that the customers can be made loyal to the brand by providing satisfaction through better quality services and communicating and developing a good brand image through accurate positioning. Practical implications, research limitations and the future study directions also have been given in this paper.*

Keywords: *customer satisfaction*

