

CUSTOMER SATISFACTION AND BRAND LOYALTY A STUDY OF SELECTED FMCG PRODUCTS

By

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ABSTRACT

Purpose: The purpose of this study to find out that whether the FMCG sector companies operating in Pakistan are successfully making the customers satisfied and brand loyal or otherwise . Hence making critiques about the selected FMCGs products/ brands in order to know that to which extent promotional strategies of these brands are capturing the satisfaction and loyalty of customers.

Methodology/ Sample: This study uses survey technique and through a well-structured questionnaire data has been collected from 300 respondents. Considering the nature of study and also limitations like time, cost and other constraints, the convenience sampling technique has been used for this dissertation. Using SPSS software package, data has been analyzed.

Findings: The analysis and comparative results paint a rosy picture about the strategies made by the FMCGs companies in Pakistan to win the satisfaction and loyalty of customers. However, some shortcoming also emerged from the study findings. The findings of this study are significant in provision of worthy information to all relevant stakeholders.

Practical Implications: The outcomes of the research might help top management of FMCG sector, other corporate decision makers, government policy formulators and related quarters in understanding the importance of promotional strategies, which may develop the long-term profitable relationships with them and may survive in the competitive and dynamic era.

Key Words: Brand Loyalty, Competitive Advantage, Customer Satisfaction, Fast Moving Consumer Goods, Promotional Strategies.