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Topic: Impact of customer satisfaction and brand image on
brand loyalty of TESCO in Barkingside

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ABSTRACT

The study was conducted to investigate the impact of customer satisfaction and brand image on brand loyalty of Tesco in Barkingside, UK. The problem: in a highly competitive environment of the UK's supermarket makes customers ambiguous about their choice. Customer's interaction with unending options of brands distracts their decision to stay loyal with one brand. In the light of literature, customer satisfaction and brand image were proved to influence the purchasing behaviour of Tesco's customers. The quantitative study is carried out by questionnaire and longitudinal method, purposive sampling method has been taken into account to collect primary data from 50 respondents to know the nature of the impact of customer satisfaction and brand image on brand loyalty. The study also highlights the determinants of customer satisfaction, brand image and brand loyalty of Tesco. The findings of the results show that customer satisfaction and brand image have a positive relation with brand loyalty, whereas brand image has more impact on brand loyalty rather than customer satisfaction of Tesco. A recommendation for Tesco is given to construct effective marketing strategies to gain brand loyalty of a maximum number of customers.

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1.0 INTRODUCTION

'Get closer than ever to your customers. So close, that you tell them what they need well before they realize it themselves' Steve Jobs

This is a descriptive study of Tesco's customer satisfaction, brand image and its impact on brand loyalty in Barkingside, UK.

Most of the supermarkets in the UK strive to satisfy the customer and maintain its brand image to gain brand loyalty. Almost every business company's success depends on the number of satisfied customers, in every business customers always comes first then the profit. The companies with the top position in the market possess the majority of satisfied customers (Khadka and Maharjan, 2017). In today's competitive environment customer satisfaction is a key to success and plays a vital role to expand market value (Khadka and Maharjan, 2017). Satisfaction of a customer often predicts future consumer purchases (Newman and Werbel, 1973; Kasper, 1985). Most of the time happy customers are the one to have an increased utilization degree of a product than those who are not satisfied (Bolton and Lemon, 1999; Ram and Jung, 1991). Another factor that affects the customer decision to purchase or repurchase is feelings towards the product that the brand offers. At the point of decision making to purchase a product brand image plays an important role to get along with consumer's mind.

Brand image not only associates with the image possessed or dreamed of the customer but also with a set of values that they trust (Marconi, 1996), it is basically a series of association, usually organized into a meaning. The image develops by the connotation is the background of the decision to buy even consumers brand loyalty (Aaker, 1991). The loyalty emerged when the product has been controlled to create brand trust for positive brand effect (Chaudhuri et al). Loyal customers are not too much price sensitive while choosing the brand ; but they become conscious while selecting the quantity of the product. Loyalty can diminish if price elasticity exploits its customers more than they can bear. Tesco is one of the famous grocer with Loyalty card or Clubcard Scheme. These schemes help the company to know the customer shopping behaviour (Fleming, 2019). This also helps Tesco to know that how customer is satisfied and loyal to the Tesco brand with the frequency of shopping trips a customer have; and through the collected statistics company position the products according to psychographic information of the customers which could leave a positive image in customer's mind (Hammet,2018).

1.1 Research Background

In the competitive setting of supermarkets, marketers of products and services are observed to increasingly implementing customer satisfaction survey to measure business performance (Anderson et al, 1994). There was a popular realization in 1990s occurs that customer satisfaction evaluation is actually a source for gaining strategic purposes, for instance customer retention which could affect straight to the company's profit (Jones and Sasser, 1995; Reichheld, 1996). In modern era companies thrive to keep an eye on customer's post purchase behaviour, as customers are most of the time indecisive of what to choose when they are given wide choices in the supermarkets. To gain customer devotion it becomes

essential for companies to make their goods or services stand out in the market, this is the phase where brand image drives in.

Brand image is basically a perception or association a consumer build up on the basis of their memory and feeling toward a product (Keller, 1993). Therefore brand image does not actually exist in the features, technology and the product itself, rather it is something brought by promotions, advertisements, or users of the brand. So the customers prefer to purchase the brand with positive image to lower the risk of their purchase (Akaah, 1988). Brand image has immense influence on brand loyalty (Awan et al, 2014). Brand loyalty arises when customers believes that the brand manufactured a product that possess numerous qualities and benefits at reasonable price (Awan et al, 2014). Brand loyalty can be defined as a commitment of a customer towards a brand that provoke a re-purchase behaviour in spite of potential marketing efforts by the competitors to break the coalition between the brand and the customer (Oliver, 1999). The loyalty towards the brand by the customer helps to increase the sales and profit by retaining the customer for long time (Edvardsson et al., 2000). Brand loyalty is one of the hottest issues in the field of marketing that how it is influenced by different factors and emerging as a big challenge. The aim of this research is to investigate the impact of customer satisfaction and brand image on brand loyalty of Tesco.

1.2 Research Problem

The phenomena of customer retention and loyalty are arising as a big concern in the field of marketing globally. Customers come across new brands each day, and this has lead to never ending competition. Numerous studies reveal that it is 6 times harder to retain the old customer than to capture new one (Saeed, 2013). In this competitive scenario to make a customer loyal to the brand rises as a big challenge in the supermarket. Consumers do not care to stick with one brand; they have availability of plenty other alternatives in the market, so customers have a tendency to switch to the competitors. Customer's less devoted propensity to a certain brand is what the majority of the companies fear about (Saeed, 2013).

When we observe in the context of the global scenario we come to know that brands are initiating and accepting in every stable economy, this is a clear indication that consumers around the globe do not focus on the appearance of product or service but also look for the hidden self-esteem behind the purchase (Dobni et al, 1990). According to Lau and Lee (1999) the brand loyalty can be gained by satisfying the customers and developing a positive image of a brand in the minds of the customers and can be profitable for the company. The company the researcher has chosen is Tesco, Tesco is one of the giant players in the supermarket industry. Tesco's Loyalty card scheme plays vital role in the success of their business, which was launched in 1995 and now Tesco loyalty card family reaches up to 18 million. Fierce competition in UK's supermarket challenges market leaders like Tesco to satisfy customers and to build a positive image to retain those customers.

1.3 Research Purpose

The purpose of this quantitative, descriptive study is to find out the impact of customer satisfaction on brand loyalty and secondly the impact of brand image on brand loyalty. Finally, to find out which factor impacts the brand loyalty more of Tesco situated in

Barkingside. The researcher's knowledge, skills and resources are sufficient enough to conduct the research. A prior study will be done in the highly competitive supermarket of the UK. The selected company is one of the leading supermarkets which enables the researcher to work on it. Data is obtained through a closed ended questionnaire at Tesco in Barkingside through face to face encounter of the participants. The data is reviewed and managed in MS Excel/ SPSS.

1.4 Research Objectives

The objective of the research is to find out the impact of customer satisfaction and brand image on brand loyalty of Tesco in Barkingside. Following are the objectives of the study

1. The impact of customer satisfaction on brand loyalty
2. The impact of brand image on brand loyalty
3. Which impacts most on brand loyalty, customer satisfaction or brand image

1.5 Research Question

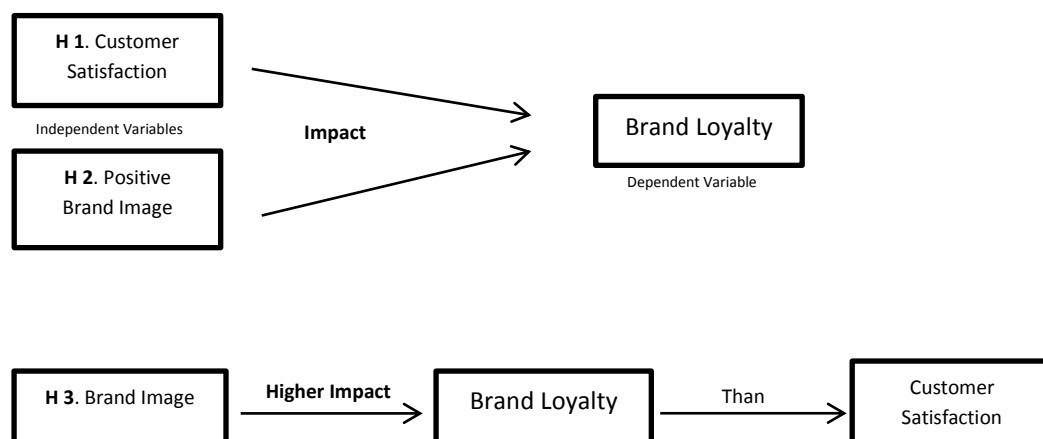
On the basis of objectives stated above the question of the research formulated is mentioned as

1. What is the impact of customer satisfaction on brand loyalty?
2. What is the impact of brand image on brand loyalty?
3. Whether customer satisfaction or brand image impacts most on brand loyalty

1.6 Hypothesis

On the basis of the research questions formulated above

1. There is a significant impact of customer satisfaction on increased brand loyalty
2. A positive brand image can increase brand loyalty
3. In comparison with customer satisfaction, brand image has more impact on brand loyalty



Customer satisfaction and brand image is independent variable whereas brand loyalty is dependent in these hypotheses. These hypotheses will be testified by analysing the results of primary data with the support of secondary data.

1.7 Significance of the Research

The issue of customer retention is one of the major issues in the supermarkets of the UK. Customer satisfaction is the ultimate goal to achieve by every organization. Not only customer satisfaction but in this era brand image has great impact on the buying behaviour of the customer as customer are more conscious to buy a reputable brand. Moreover, brand loyalty is also one of the most essential aspects to look upon in the competitive environment of the UK's supermarket. By measuring the customer satisfaction and brand image impact on brand loyalty we will be able to identify the factors that impact the buying behaviour of the customer and impact its loyalty to the brand. In previous studies there has been a lot of emphasis on measuring customer loyalty but brand loyalty is the aspect that has not been researched much in the context of the Tesco company. This research will also help to identify which factor impacts more on brand loyalty of Tesco, customer satisfaction or brand image? The hypothesis of the research is simple and can be testified. This research can benefit the future researcher and can provide productive recommendations to Tesco in the light of finding and analysis of customer responses.

1.8 Dissertation Outline

Chapter one- Introduction

Chapter one includes the introduction to the topic and the company; moreover it includes the background of the research. Furthermore it includes the research problems which encourage the researcher to study in this area. The purpose of the research is also discussed in a precise manner. Finally the research objectives, research question and hypothesis generated by the researcher will conclude the chapter.

Chapter two- Literature Review

The literature review chapter will operationalize the terms customer satisfaction, brand image and brand loyalty. This chapter will also include the theories and other relevant literature work. A conceptual framework will be made with the help of theoretical models to connect and make the research more reliable. The advantages and limitations of the models will be included in this chapter. The literature review will enable the researcher to connect all the scattered pieces of the chosen topic in the light of secondary data.

Chapter three- Research Methodology

This is one of the significant parts in the whole dissertation as it deals with the methodology of the research. This chapter will elaborate the research design. The type of investigation the researcher adopts will also be discussed; furthermore data collection method, sampling method and data analysis method will be taken into account. All the methodology to conduct and analyse the research scientifically will be described and analysed in depth in this chapter.

Chapter Four- Presentation of Data and Discussion of findings

The second last chapter of the dissertation will include the presentation of data in form of tables and chart with the help of MS excel/ SPSS. The information gained from the respondents will clearly shows the response of the participants of this research. This chapter

will only present primary data; the interpretation of the collected data will also be discussed side by side with the results.

Chapter five- Summary, Discussion of findings, Conclusion, Recommendations and Limitation

In this chapter summary, discussions of findings, conclusions of the study will be drawn upon which recommendations will be made and limitations will be mentioned.

2.0 LITERATURE REVIEW

This chapter will have detailed information and literature about customer satisfaction, brand image and brand loyalty. It will contain theories and models to demonstrate the topic scientifically. The models will be applied to the variables and then the limitation and advantages of these models will also be discussed

2.1 Customer Satisfaction

A product or service in home or overseas can be successful if it primarily satisfies the need of the customer, through this customer satisfaction can be easily gained. In addition, customer satisfaction is also considered as the reflection of customer's psychological impression (Huntgeburth, 2014). The initial and utmost objective of almost every organization is to satisfy the customer, in order to make the customer committed and generate trust in the company (Kumar, 2008). A feeling of either pleasure or disappointment which is the outcome of a comparison of a product's perceived performance or customer's expectations (Kotler, 1994). The concept of customer satisfaction is basically perceived as one of the most influential factors to gain a competitive advantage in the market. In addition to the importance of customer satisfaction as competitive advantage Anderson et al (1994) describes it as a key element of business activity especially in a competitive market to make profit.

Along with a number of definitions there are also other ideas as well as theories about customer satisfaction. According to Oliver (1997) it is basically consumer's fulfilment reaction. Consumers make a judgement that products or services or features of them give a pleasing level of consumption related to fulfilment. Oliver (1997) further mentions two levels of fulfilment, under and over fulfilment. Contrary to Oliver's idea of customer satisfaction as fulfilment; Kotler (1994) states customer satisfaction as "A person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance in relation to his/ her expectations". According to that 3 stages of satisfaction have been identified, first a customer is satisfied when a product performs better than the expectations of the customer, secondly a customer can feel disappointed when a product performs lower than expectation, and lastly they feel neutral when performance of the product meets the expectation of the customer.

2.1.1 Significance of Customer Satisfaction

Customer satisfaction can also act as an adverse factor to affect company performance and any source of business. A primary reason behind customer defection or discontinuation of purchase is a dissatisfied customer, and this dissatisfaction influences the repurchase intention of the consumer (LaBarbera and Mazursky, 1983). If the customer satisfaction is achieved it can lead to numerous advantages for the company. Customer satisfaction not only retains the customer but also enables them to repurchase products or services, generate loyalty, and can spread positive image by word of mouth in their surroundings, and as a result increase on long term profitability of the company (Wirtz, 2003). The image of the brand also has a lot of significance in the repurchase intention of the customer.

2.1.2 Customer Satisfaction and Tesco Plc

Tesco as a firm increases the customer satisfaction and increase the firm's profitability Anderson et al (1994) with 0.7% increased revenue. Tesco took a lead and recorded the sector's largest year on year increase in customer satisfaction according to UK Customer Satisfaction Index (UKCSI), with the increase of 1.2 points and score 80.1 (on a 100 point index) (kamcity,2017). The strategy to increase the customer satisfaction was simple, when the customer experience feeling of under fulfilment (Oliver, 1997) and their voices remain unheard then they discontinue the purchase (LaBarbera and Mazursky, 1983). Tesco grasp the root cause of the dissatisfaction of the consumers and improves the biggest area of complaint handling and 85% of the customer reported staff got things right for the first time. The services by Tesco's staff have raised up to 6.6 score out of ten and as a result 85% of customers reveal their intention of repurchase from the same retailer (Scott, 2017).

2.2 Brand Image

Recognizing a product, evaluate the quality, gain certain experience and satisfaction, and lower purchase risk, all can be done through brand image (Thakor et al.1997). When a positive brand image is attached to a brand, then more recognition consumers give to product qualities (Grewal at al, 1998). Usually consumer have limited knowledge and time while making a decision to purchase similar products, in this phase brand image works as extrinsic cue to make a purchase decision. According to Kotler (2000) brand image is used to differentiate one's product or services from competitors, and image is affected by many factors beyond the company's control. The brand image of the consumers also varies with their experiences as filtered by effects of selective perception, selective distortion and selective retention.

2.2.1 Significance of Brand Image

Forming a brand image is an quite essential marketing function as it most of the time directly associated with sales (Park et al, 1986). This marketing function does not only deliver the goodwill of the brand but also discreetly persuade the customers to repurchase the product or services. Image attached to a brand plays an important role in consumer's buying behaviour; customers from modern era give importance to the brand image factor (Dobni et al, 1990). While making a purchase physical attributes of the product is not the ultimate goal of the people but also the sense of self-esteem and worth reserved behind the purchase. Moreover most of the people rely on the performance of the product than word of mouth, so the performance of the product plays a key role to generate positive brand image (Roth et al, 1995). A positive brand image could lead a brand to construct the brand equity, which the managers are mostly concerned about (Faircloth at al, 2001).

2.2.2 Brand Image and Tesco

Tesco has been one of the famous grocers in the UK market. But due to some horse meat and hygiene scandal the reputation has been affected negatively (Hammet, 2018). Different marketing techniques like price cuts and differentiation strategy helped Tesco to maintain its position in the arena of retailers. Now when Tesco has taken its position back in the market and to create more positive brand image the brand touched the customer's emotion through advertisements. Moreover the quality of the product has been improved and repackaging of

the high quality product is done to re-establish the positive brand image. Another strategy is a wide range of quick food at reasonable price and many more. All of the strategies like new product lines, shifting towards digital marketing, repackaging of quality product, and by customizing media helps the company to stand out in the competitive market again (smartinsights, 2017). Tesco is still thriving to maintain its brand image in customer's head which ultimately affect the sales and profitability (Vizard, 2016). With the help of different campaigns Tesco took its position back in the market including one of the biggest campaigns 'let's make Tesco great again' (Hammet,2018). Tesco is again able to build up trust with the customers with positive brand image which can make the customers brand loyal.

2.2.3 Promotion Strategy of Tesco

Tesco's promotion caters most of the price conscious customer who believe to spend less on grocery items. This marketing strategy was one of the famous Tesco was known for. Tesco's objective was always to improve the brand image by reducing cost, being true to word and to ultimately maximize the profit. Tesco offers promotional discounts, uses television advertisements, sponsor charitable events, and uses point of sales strategies and many more. Easy accessibility and availability provides Tesco number of loyal customers. Online service is among one of the popular service and received excellent responses and helps Tesco to build positive image in customer's mind (Bhasin, 2019).

2.3 Brand Loyalty

It is function of psychological process which possesses prejudice, behavioural reaction expressed by some decision making unit regarding one or more brands out of a group of brands Jacoby and Chestnut. Brand loyalty is dedication of the consumer to the brand to repurchase in the presence of other brand providing similar products with more effective marketing strategies. Brand loyal customers are the people who do not care for the price the company is offering for a product (Krishnamurthi et al, 1991). Brand loyalty can be observed under two approaches like behavioural or the compound approach and attitudinal approach. Behavioural approach of brand loyalty can be examined as purchase frequency or proportion of purchase of a brand, while the attitudinal loyalty deals with the purchase preferences, dedication or intention of purchase. On the other side most of the researchers prefer to use composite approach to take both behavioural and attitudinal loyalty approach into account to measure brand loyalty.

2.3.1 Significance of Brand Loyalty

Brand image have been evaluated as one of the most important aspect for building long term relationship with the customers. Brand loyalty makes many of the consumers remain connected with the specific company for lifelong period; they select a specific company for daily life and commit to stay with it. A company easily gain sustainable advantage within the business environment, when it successfully develops strong relationship with the customers by establishing brand loyalty. A brand loyal customer enables the company to earn high revenue, and to improve overall market share, and enables the organization to achieve competitive advantage within the company Yee and Sidek (2008). Not only within the company but brand loyalty also has a strong impact on developing a market share, which enables the company to develop organizational structure to Leahy (2008).

2.3.2 Tesco and Brand Loyalty

Tesco's loyalty is on the lead in highly competitive supermarket of the UK, in presence of competitors like Sainsburrys, Aldi and Lidl 37% of the customers think that their loyalty to brand and custom was rewarded. Committed shopper of the Tesco revealed their satisfaction from the brand' loyalty schemes (clubcard) offered by the company pays them off. But according to a survey there has been a lack of brand loyalty in the grocery supermarket of the UK, 69% of the customers of supermarket express that they are not appreciated by the brand even if they are their regular customer. The relationship of Tesco and its customer is still need to get stronger to gain brand loyalty (netimperative, 2017).

2.3.3 Tesco and Stakeholders

Tesco's stakeholders involve all its supplier, owners, government, creditors, customer, directors, workers, community, and unions. Tesco believes its customer to be the main stakeholder of the company but Tesco cannot deny the importance of the other stake holders as they also directly influence the organization's function. Tesco has collaborations that support broader responsibility of the company and is also a member of a number of multi-stakeholder platforms, which provide strategy on high-risk supply chains. Through multi-stakeholder initiative Tesco is able to work together with other companies as well as retailers, key suppliers and Non-governmental organizations to tackle the issue that cannot address solely. This initiative includes advocacy towards government, working to understand the position of women in agriculture, addressing small-scale issues and to ensure greater transparency (Tesco plc, 2019).

2.4 Keller's Brand Equity Model

Brand equity occurs when a brand is identified and has some solid, favourable and unique association in customer's memory (Keller 1993). Keller's Brand Equity Model is also known as Customer-Based Brand Equity (CBBE) Model. In the Figure 1 a branding ladder is shown in which each step is dependent on successfully achieving the previous one. The ladder consists of 6 brand building blocks salience, performance, imagery, judgements, feelings and resonance. Ultimate aim of every company is to reach the top level of resonance in the pyramid; this is the ultimate stage where a complete harmonious relationship exists between customer and the brand.

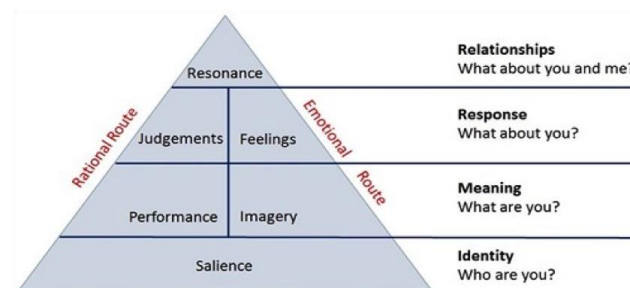


Figure 1 Keller's Brand Equity Pyramid

1. Identity (Salience): to build a strong brand it is essential to ensure the correct brand identity. In this stage the identification of a brand is created in the mind of customer, and also the association with the specific product class or need.
2. Meaning (Performance and imagery): this step develops brand meaning by linking tangible and intangible brand associations. The performance of the brand is taken as functional characteristic whereas imagery is abstract.
3. Response (Judgment and feeling): the third step in the Keller's model is brand resonance, this step represents opinions and evaluations of the brand based on a combination of association recognised in the brand meaning. The judgment at this stage includes credibility, quality, consideration and superiority, whereas feelings include customer's emotional responses and reaction to the brand.
4. Relationship (Resonance): the final and top position of the pyramid is where the brand response is converted to create an intensive, active and loyal relationship between customer and brand. It also refers to nature of relationship between the customer and brand.

All the stages of the pyramid is dependent on the previous one, once the brand identifies itself then it performs and forms an image in customers mind, further the judgment and feeling of customer about the brand shapes then final stage takes place where the relationship of the customer and brand is elaborated. Moreover the researcher will apply the Keller's Brand Equity Model on Tesco as a brand.

2.4.1 Tesco and Keller's Brand Equity Model

The pyramid of 4 stages has shown in the figure 1 helps the brand to ultimately build a relationship with the customer to gain the competitive advantage. Following is the elaboration of Keller's Brand Equity Model in context of Tesco plc.

1. Identity: Tesco in depth observed the pattern of food consumption among its customers and get to know their changing needs. Growing trends of food lovers get the attention of the company and they take this opportunity to take the campaign to next level. The most recent campaign of Tesco talks about food, Tesco promotes it's passion for food for the first time and touches the emotions of the people. The campaign, 'Food love stories brought to you by Tesco', spread the idea that how good quality food brings people and families together (Hammet,2018). That's how Tesco build up its positive identity and associates itself with the need of its customer.
2. Tesco changes its focus from price war to quality of the products. The improved quality and re-packing of the product, quick food at reasonable price, new product line, shifting towards digital marketing and customizing media (smartinsights, 2017). That's how Tesco improvise everything tangibly and intangibly and prove the positive perception of the customer's right. At this step the functional and abstract aspect develops and after performance and imagery the company can move onto the next step of response.
3. Tesco leads in the customer increasing customer satisfaction and increased it revenue up to 0.7%, Tesco took a lead and recorded the sector's largest year on year increase in customer satisfaction according to UK Customer Satisfaction Index (UKCSI), with

the increase of 1.2 points and score 80.1 (on a 100 point index) (kamcity,2017). Tesco grasp the root cause of the dissatisfaction of the consumers and improves the biggest area of complaint handling and 85% of the customer reported staff got things right for the first time (Scott, 2017). The positive judgment and feelings towards Tesco as a brand is re-achieved by the company with a lot of struggle. Tesco's customers expressed to be happy and satisfied from the brand's product and services. This is the step where consumer's opinion and response about the brand matters most, because the next step can be the last step for a brand to achieve its worth.

4. The positive response and satisfied customers of Tesco enable the company to build a relationship branding. Tesco's Clubcard scheme is the main source of the company to gain customer's loyalty. Committed shoppers Tesco revealed their satisfaction from the brand' loyalty schemes (clubcard) offered by the company pays them off. Tesco Clubcard scheme has been one of the biggest strategies to keep the customer connected with the brand, it also persuade the customers to repurchase in order to gain reward. At this stage Tesco builds up a relationship with the customers as brand and achieve the loyalty.

2.4.2 Limitations of Keller's Brand Equity Model

According to Kuhn et al (2008) feelings did not play any part in the industrial marketing context and also have suggested that the last stage of the brand building model (resonance) may need more modification to be more relevant. There is human element still to be recognized in a business to business brand equity model. There is another limitation of the model that it doesn't mention the representative, who plays vital role in building brand equity. The model to build brand equity can be very expensive for the companies, as it requires heavy investment, particularly in promotion.

2.5 Attitude

Social psychologists of cognition define attitude as "an enduring organization of motivational, emotional, perceptual, and cognitive processes with respect to some aspect of an individual's world" (Sontakki, 2006). If we simplify it attitude is the way an individual think, feel and act towards the things happening around in the present environment such as retail market, product or television program. Behavioural theorist recently explicitly treats attitude as multidimensional in nature. In Consumer Behaviour contest, "an attitude is a learned predisposition to behave in a consistently favourable or unfavourable way with respect to a given object."

Allport G.W. (1935) defines attitudes – "are individual mental processes which determine both actual and potential responses of each person in a social world." Since, attitude is always directed toward some object may be defined as "the state of mind of the individual toward a value." Thus attitude is a mental state of readiness organized by experience, exerting influence upon the consumers" response to marketing inputs. The attitudes are formed on account of an inward need, external environment and taste experience. To understand attitude the elaboration of Tri component Attitude Model will be the next part of this research.

2.6 Tri component Attitude Model

Tri component attitude model consist of three major components and affective component, a behavioural component and a cognitive component (Hawkins et al, 1998). Following is the figure 2 demonstrating all three components of the model.

Initiator	Component	Component Manifestation	Attitude
Stimuli : Products situations, retail outlets, sales personnel, advertisement and other attitude objects.	Affective	Emotions or feelings about specific attributes or overall object	Overall orientation towards object
	Cognitive	Belief about specific attributes or overall object	
	Behavioural	Behavioural intentions with respect to specific attributes or overall	
Source : Del I. Hawkins, Roger J Best and Kenneth A Coney, “Consumer Behavior, “Seventh Edition, Mc Graw Hill Company, 1998			

Figure 2 Demonstration of Tri Component Attitude Model

Affective component

The affective component of an attitude deals with a consumer's feelings or emotions about a particular brand or product. These feelings and emotions are evaluative in nature and can rate an object as favourable or unfavourable. Sometimes the feeling of like and dislike have no cognitive connection, or it may be the outcome of several evaluations of the products performance on each of several attributes.

Emotions such as happiness, sadness shame, anger and guilt may enhance or amplify positive or negative experiences. Affective reaction of the consumers may vary as the situation varies. Due to different and unique experiences, personalities and physical conditions, individuals may evaluate the same belief differently. The feelings can also influence the cognition procedure.

Cognitive component

The cognitive component of an attitude comprises of a belief consumer laid in an object. It also contains the perceptions and knowledge that are developed by a combination of direct experience with the attitude object and related information from several means. A belief is commonly formed with the perception and knowledge. The total formation of beliefs about a brand represents the cognitive component of an attitude towards as product.

Behavioural component

Behavioural component of attitude is a tendency to respond in a certain way towards an activity or an object. There are different views about behavioural component, some interprets that cognitive component may include actual behaviour itself, whereas in marketing terms it is considered as consumer's buying intention. A series of repurchase and market via word of mouth reflects the behavioural component of an attitude.

2.6.1 Tri component attitude Model and Tesco Plc

Affective component

Tesco is the fifth most popular super market chain and third most famous, moreover, they have a positive image in the minds of their customers. consumers and non-consumers of Tesco have at least heard about the Tesco as a brand, its popular among buyers and 99% consumer heard of it, 69% of the customers have positive opinion and happy feeling towards the brand, whereas 21% have neutral feeling and rest of the 10% have negative emotions towards Tesco as a brand (yougov, 2018) . The satisfied customers are the major source of spreading the positive word about the brand. This component will also influence the cognitive process of the consumers.

Cognitive component

People have a favourable opinion about Tesco due to its good offers and deal, great loyalty schemes, accessibility, family friendly and good value. Tesco is ranked 4th among major supermarket brands of value. The company has established the quality and value perception through its products. Customers feel pleased and carry a positive impression about the brand when they shop directly (Scott, 2017). Tesco also had a strategy to get into the non-consumers and consumers mind through the campaigns. Commonly observed positive perception about company forms an image of Tesco as valuable brand. When the products and services are perceived valuable by the customers it automatically forms belief of an outstanding brand.

Behavioural component

Tesco Clubcard scheme has been one of the biggest strategies to keep the customer connected with the brand. Clubcard scheme doesn't even favours the customer to collect the point and get the reward later, but it also helps the company to look into customer's buying behaviour and all other psychographic information (Rossi, 2017). With number of strategies like price reduction, higher value added to product, and high quality of everyday product Tesco encourages the customer to make a purchase and with the facility of Clubcard scheme persuade them to repurchase to gain rewards (retailgazette, 2014). The connotation component plays its part in making a decision to purchase. The positive perception of the brand persuades many customers to buy from Tesco and it ultimately results in the increase of sales and revenue of the company (Baker, 2010).

2.6.2 Limitations of Tri Component Attitude Model

There has been observed the inconsistency between the three different component of an attitude, appears to the observer inconsistency usually occurs between person's attitude and their actual behaviour. Generally attitude and behaviour are also frequently linked, because it is considered that attitude play significant role in influencing or directing behaviour. This is the reason why sometimes a person's attitude enables us to predict their behaviour with considerable accuracy. However the connection of these two breaks later. And Research shows that understanding a person's attitude is not often a reliable predictor of someone's behaviour (Richard La Piere, 1934 – Chinese People in Hotels, pg.329) some psychologists suggest that attitudes only have an affective and cognitive component.

To conclude the affective and cognitive component of the model has no influence on the behavioural component of the attitude model. The positive or negative feeling about the Tesco and the belief of the brand to be value able can give no persuasion to the customer to make a purchase. Behaviour disconnection with the attitude in this model could enable Tesco to go beyond these aspects and influence the customer's behaviour differently. So the limitation of the model reflects that brand image and customer satisfaction have influence on

customer buying behaviour from any brand. To analyse more depth we will analyse our theory with the help of Gap Model of Service Quality.

2.7 Gap Model of Service Quality

A framework which helps many companies to understand customer satisfaction is generally known as The Gap Model of Service Quality or The 5 Gap model. Model was presented in 1985 by A. Parasuraman, Valarie Zeithaml, and Leonard L. Berry, while pursuing to meet customer experience the gaps which organization has to consider are demonstrated in this model. Customer satisfaction is hard as well as essential to measure; it is mainly a perception function. If the customer thinks that the product or service meet their expectation they will be satisfied, other way they won't be satisfied. To measure those gaps to satisfy the customer this model helps plenty of companies to sort the shortcomings (Zeithaml et al., 1990). There

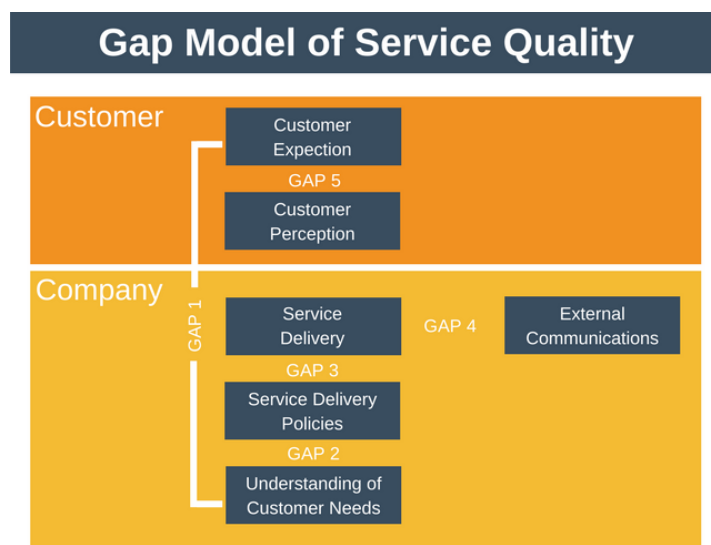


Figure 3 Gap Model of Service Quality

are five gaps discussed in the Gap model as shown in the Figure 3.

Gap 1: Knowledge Gap

This gap is the difference between provision of service or a service by organization and actual expectation of customer.

Gap 2: Policy Gap

Deals with perceived customers need by the company and service quality specification difference of the company.

Gap 3: The Delivery Gap

Difference between the way employees deliver the services and standard and actual delivery of the

service.

Gap 4: The communication Gap

Difference between promised service delivery to the customer through advertisement and what actually gets delivered.

Gap 5: the customer Gap

Deals with difference between customer's own perception and own expectation.

"The gap model is one of the best received and most heuristically valuable contributions to the services literature" according to Brown and Bond (1995). The model identifies first four specific gaps leading a fifth overall gap between customer's expectations and perceived. If the company identifies any gap and work on it to reduce it, it can results as one of the beneficial decision to stay concrete in the competitive market. Furthermore the service Gap model will be applied to the chosen company.

2.7.1 Tesco and Gap Model of Service Quality

Tesco strive to minimize all the gaps between company and customer to make the customer's journey easier to maximize customer's comfort. Following is the elaboration of all the gaps Tesco tries to minimize

Gap 1: Knowledge Gap

To ensure the relevance of customer preferences that keeps on changing rapidly in dynamic environment and Tesco's objectives, the company does extensive consumer research to act upon the strategy to remain concrete in the market (Kaplan, 2018). Track on consumer's buying behaviour data through loyalty Clubcard helps the company to minimize the knowledge gap between the company and the customer (Rossi, 2017).

Gap 2: The Policy Gap

The customer research done with the help of Clubcard data also allows the marketers of Tesco to see the noticeable change in the trend of product consumption (Rossi, 2017). The price war in the past and then some scandals about the service quality (Rossi, 2017) provoke the company to reinforce quality standards and communicate the change of quality effectively with the help of campaigns (Hammet,2018). The strategies Tesco plc adapts to minimize the policy gaps between the company and the customer.

Gap 3: The Delivery Gap

The delivery gap in the past was one of the major losses for the Tesco as a big supermarket. The Horse meat scandal and hygiene scandal was one of the big gap of the service standards and actual service (Hammet,2018). When the promised service standards from the company don't deliver the actual service the company may suffer from distrust of their customer, and same happens with Tesco. It took a lot of effort for company to rebuild its image. Tesco took a strategy to improve the quality of the product, expand its product line and improve the quality of product and services in order to fill the delivery Gap (Hammett; Smartinsights, 2018).

Gap 4: The Communication Gap

The claims of quality food and product in the advertisements by Tesco in the past have made an image of good grocers in consumer's head, but then horse meal and hygiene scandal (Fletcher and Melewar, 2002) initiated the communication gap. The Gap can be seen where the company claims and shows some features of specification of the product and service and fails to actually deliver them. Tesco come back as one the competitive grocer again in the market when the company identified the gap and then improved the quality and took a support of a famous food campaign by Tesco (Hammett, 2018). The combination of an effective campaign and improvised quality and services minimizes this gap and enables the company to maximize profit.

Gap 5: The Customer Gap

The perception of the consumer about products and services of Tesco and their own expectation may differ while a trip to shop. This gap is complex in its nature, but Tesco strategies to communicate with the consumers even after the shopping journey ends gives the company a great edge to achieve the highest increased in customer satisfaction in 2017 (Scott, 2017). Tesco grasp the root cause of the dissatisfaction of the consumers and improves the biggest area of complaint handling and 85% of the customer reported staff got things right for the first time. The services by Tesco's staff has raised up to 6.6 score out of ten and as a result 85% customer reveal their intention of repurchase from the same retailer (Scott, 2017).

Tesco as a company strive to fill all the gaps to communicate properly to the customers and satisfy them. The Gap Model of Service Quality have some limitation as well, furthermore critique of the model will be the part of this chapter.

2.7.2 Limitation of the Gap Model of Service Quality

There is a critique of the service quality gap model on both conceptual and methodological grounds (Carman, 1990; Cronin and Taylor, 1992; Teas, 1993; Brown et al., 1993). The expectation- performance gap as a predictive measure of service quality has no evidence to be

proven scientifically (Cronin and Taylor, 1992). They believe that it is completely unnecessary to measure customer expectation in service quality research, only assessing the perception of the customer is enough to evaluate service quality. They were not in favour of evaluating service quality by calculating the difference between customer perceptions and customer expectation, and they define service quality as a customer perception without expectations. Different interpretation of terminology; Customer perception and customer expectation have led to a vast debate (Teas, 1993). The perception is defined as straightforwardly measureable as the consumer belief about the product and service after experiencing it, whereas expectation is still dubious and have multiple definitions (Teas, 1994). This debate limits the model to define the actual expectation of the customer whereas initially expectation was just defined as ‘Desire or wants of customer’ by Parasuraman et al (1985, 1988), which elaborates that what customer feel a service provider should provide rather than would offer (Jain and Gupta, 2004).

2.8 Conceptual Framework

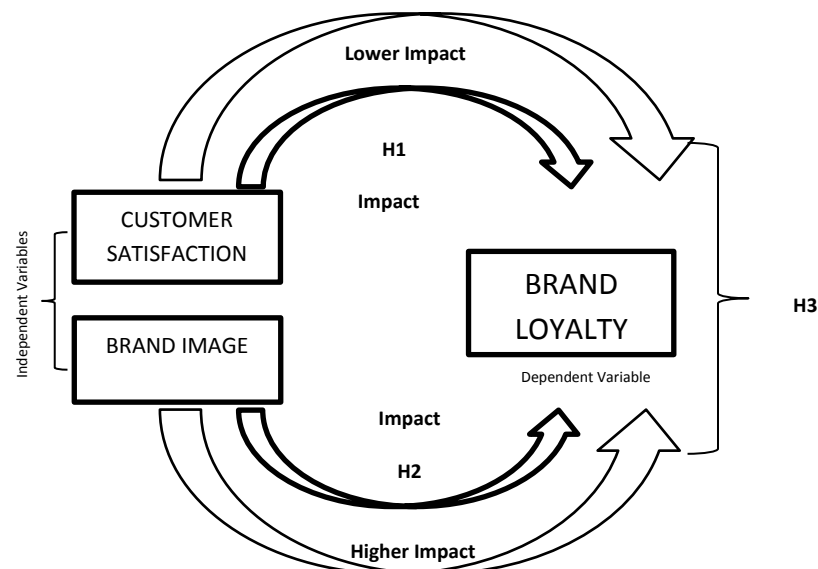


Figure 4 Conceptual Framework of the Dissertation

First part of the conceptual framework discusses the focused relationship between customer satisfaction and brand loyalty. In the competitive market of grocer in the UK, marketers who want to retain and attract the consumers have to strive a lot to evoke customer's feeling of satisfaction (Oliver, 1996,1998; Reichheld, 1996). Relationship between customer satisfaction is most significant with loyalty because the higher the satisfaction is the higher the loyalty, so it results as a positive relationship (Lee, 2013). Many other empirical studies have demonstrated the positive relationship between customer satisfaction and brand loyalty so the present study hypothesizes that:

Hypothesis 1: There is a significant impact of customer satisfaction on brand loyalty of Tesco, Barkingside

Second part of the hypothesis discusses the relationship between brand image and brand loyalty. Brand image can play both favourable and unfavourable role for product, positive brand image help customers to reject activities conduct by the competitors and appreciate the

activities undertaken by the brands they like and always look for the information related to the brand. When consumers like and choose the brand they exhibit by repurchasing it (Mowen & Minor, 2002). Customers reach the level of brand loyalty when they would not consider buying another brand other than the brand they use (Setiadi, 2003). Hence the literature exhibit that positive brand image plays favourable role in gaining the brand loyalty so the present study hypothesize that

Hypothesis 2: A positive brand image can increase brand loyalty of Tesco Barkingside

In the third section there is an assumption made by the researcher that brand image have more impact on brand loyalty than customer satisfaction. In modern era an image attached to a product or service influence the customer buying behaviour more, and people are conscious to buy a product with specific brand image (Dobni et al, 1990). The importance of product or service performance is parallel in customer satisfaction (LaBarbera and Mazursky, 1983) and brand image (Roth et al, 1995). The brand image could lead the brand to build up brand equity and that shows that it has more influence on building the brand loyalty as well so the present study hypothesize that

Hypothesis 3: In comparison with customer satisfaction, brand image have more impact on brand loyalty of Tesco, Barkingside

An extensive study about all of the variables has been conducted in this chapter. Now in the light of this literature rest of the research is conducted and testifying the hypothesis with the help of questionnaire is done. The concept of customer satisfaction, brand image and brand loyalty has been discussed; the significance of three variables is also part of this chapter. The application and current scenario of Tesco in context of the research theory has also been discussed. Furthermore the Keller's equity Model, Tri Component Attitude Model and Gap Model of service quality elaborates that how the brand built its equity, the customer's attitude towards it, and how the service quality gaps can impact the business and performance of the brand. In the next chapter the research methods and design will be discussed in depth.

3.0 METHODOLOGY

The chapter contains numerous techniques and approaches employed by the researcher to ensure the collection of the most relevant and appropriate information, which is to be used in the research. For the purpose of giving an overview of how the data has been gathered and analysed, there are different approaches used in order to obtain the research objectives which is explained in depth. This chapter also contains the most essential phase of the dissertation which helps to validate the work according to management sciences standards. Every stage has its own connotation. The research onion model will unveil the design of this research.

Research onion model

A model to describe the stages through which every researcher must pass while formulating an effective methodology was developed by Saunders et al. (2007) and the model is known as the Research Onion Model. It basically consists of 5 layers which contain each research step to be followed by the researcher to formulate the strategy. The Figure 5 below shows what the model looks like.

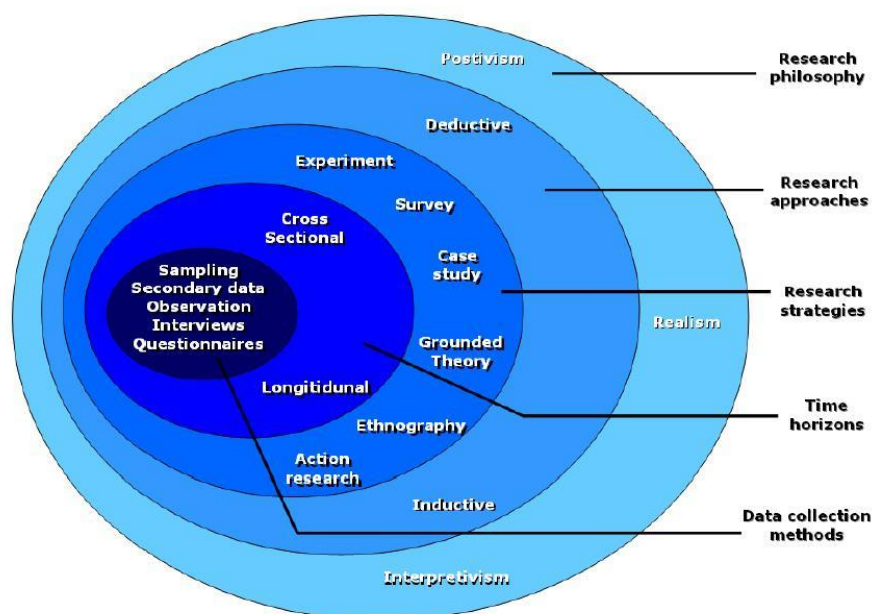


Figure 5 Research Onion

In the first step the philosophy of the research is revealed by the researcher, the philosophy can be positivism, realism or interpretivism. This creates the initial point for the appropriate research approach which has to be taken into account in the second step; the approach can be either deductive or inductive. Followed by the second step the research strategy is adopted in the next step of the model. In the fourth stage the time horizon will be selected by the researcher, it can be either cross sectional or longitudinal. The final step of the model represents the stage where the data collection method is identified. The ultimate advantage of The Research Onion Model is that it creates a series of stages under which various data collection method can be understood, and illustrate the step by which a methodological study can be described. Furthermore all layers of the model will be discussed in context of the present research.

3.1 Research Philosophy

For the purpose of conducting a research it is essential to select appropriate research philosophy. It describes how to develop knowledge and categorize the nature of the knowledge (Saunders *et al.* 2007. P. 101). The research philosophy has been divided into three types which are known as positivism, interpretivism and realism. A positivism philosophical stance is highly structural methodology and quantifiable observation to statistical analysis (Saunders, *et al.* 2009; p.101). The positivism research philosophy have independent researcher. The researcher can observe the research phenomena by remaining detached from the research setting. There are many researchers widely recognize other approach better than another approach, and due to that they followed mixed of two philosophies (Saunders et al, 2009). Whereas, positivism philosophy states that it is a subjective approach, and subjective approach is termed as the quantitative approach (Bryman and Bell, 2007). However the qualitative approach deals with the researcher collecting data related to defined topic along with the subjective area.

The nature of the research make the researcher selects the positivism approach to select the various methodologies effectively. However, the selection depends on the certain factors among these methodologies, which mainly include the nature of the research topic and the work, which has been undertaken previously with reference to the research topic (Searan and Bougie, 2009). This research report entails quantitative approach for its development. The process of necessary data and information collection can be done by the quantitative approach, which also proves to be equally effective in a drawing comprehensive conclusion.

3.2 Research Approach

In order to conduct a research a relevant and an appropriate approach is very critical and essential to develop. The approach should serve the ultimate purpose of the research and should address the problem, which have been recognised and support the finding of the solutions and answers (Saunders *et al.* 2003). Inductive and deductive approaches are two types of approaches are seen in methodology. Deductive approach deals in developing hypothesis and theory which get tested by researcher selected methodology to validate in the real world by experimental or survey inspection. Deductive approach is considered as a leading approach in the natural sciences because through experiment we can analyse the variables in controlled environment (Crowther and Lancaster, 2008 cited in Saunders *et al.*; 2009). Inductive approach is totally opposite of the deductive approach where the researcher initially collects and analyse the data, and develop a theory based on result of data analysis. “The deductive approach owes to more to positivism and the inductive approach to interpretivism” said by Saunders *et al.* (2007, p.103).

In context of this research deductive approach is the most appropriate, applicable and suits the research problem which has been identified earlier, and has been adopted in the development of the research (Cooper and Schindler, 2006). The inductive approach is neither appropriate nor applicable in the context of this study. So the deductive approach has been adopted and inductive approach has been avoided because the main attribute to this approach is that it leads the discussion to the end point, whereas inductive approach commences with focus point before it generalizes it. Another reason for not utilizing inductive approach is that this approach is also unable to provide with comprehensive conclusion (Kumar, 2008).

Whereas the deductive approach facilitate in the development of the problem and theoretical background, on which the research is based (Saunders *et al*, 2003).

3.3 Research Strategy

There are different types of research strategies that can be used such as experiment, survey, case study, grounded theory, ethnography and action research (Saunders *et al* 2009). Survey is among the famous research strategy to conduct a business research where survey is commonly based on questionnaire. The research question and research objective of this study enables the researcher to utilize survey as research strategy. This method for strategy enables the researcher to collect data from sizeable population and turn it to information in a highly economic way. The design is convenient for this research but a little bit time consuming because of pretesting procedure. Without any intervention on behaviour the cotemporary study has taken place. So the survey questionnaire strategy was most convenient, suitable and reliable to conduct this study. Moving on to the next section the suitable research technique will be discussed.

3.4 Research Technique

Every research revolves around only two techniques which are qualitative and quantitative. Qualitative data deals with all non-numerical information, this technique generally collects data through structured, semi structured and sometimes unstructured in-depth interviews from the respondents. Whereas quantitative technique deals with numeric data, and data is collected normally by using mathematical tools or by survey. Basically quantitative research methodology is considered as integral part of the positivism philosophy. A quantitative research method is being used in present study; this came up with responses from the samples. A descriptive research design is being adopted; Churchill and Iacobucci (2002) recommended in order determining the impact of variables to each other in order to give a wider view of those variables in particular situation. The longitudinal time horizon has been adopted for this research due to time limitation to conduct this research.

3.5 Sampling Method

To conduct an effective research sampling is an essential element of research methodology (Kumar,2008). Sampling process provide an operational method that guides the researcher to reduce the size of the sample by taking sub groups into consideration rather than whole population (Saunders et al, 2007, p,168). The sampling technique has been classified into two categories which are probability (representative) sampling and non-probability (judgmental) sampling. Researcher choose between these two sampling technique according to the sample size. The researcher will follow purposive (non-probability) sampling to collect data through survey questionnaire. The chosen sampling technique is most suitable for this research as sample is not more than 50, because Saunders et al (2009) suggest probability sampling not suitable for this sample size. Another reason of not applying probability sampling that it is very difficult to apply because most of the customers did not agreed to participate in the survey.

3.5.1 Sample Type

The sample type for this research is non-probability sampling. In non-probability sampling researcher used convenience sampling. Convenience sampling helps the researcher to reach the place and maximum number of people who are convenient to approach. Both male and females become the part of the research. There was no specific amount for each sex. The age of the respondents starts from 18 and above, the purpose to take 18 as minimum age of the respondents was just to make the data more rational and reliable. The location of the research was Tesco London, Barkingside, where all the respondents willingly fill up the questionnaire.

3.6 Data Collection

Data has been collected through primary and secondary source and both secondary and primary data support each other to validate the arguments.

3.6.1 Secondary data collection

The secondary data has been collected to fulfil different purposes in this research. Internet search and other mediums have been included as secondary data. Articles in context of this study written by numerous scholars and professional were considered (Kumar, 2008). A variety of books, article, journals and reports written by various authors have been used in this research. The data has been cross verified via diverse resources to ensure the validity of the researched data. According to Aaker et al (1995) secondary data collection does not need a significant amount of time, cost, and effort and it is also more reliable than primary data. However secondary data also may not fit with current research, and sometimes data is also outdated to support the research. For this study the data used as secondary source are published material on customer satisfaction, brand image and brand loyalty.

3.6.2 Primary Data Collection

The data which is collected from the respondents for the purpose of analysing the research question and objective is primary data collection process. According to Saunders *et al.* (2009, p. 263) “data collected specifically for research project being undertake”. To fulfil the purpose of the study survey questionnaire are used for the primary data collection from the Tesco Barkingside customers. The detail of questionnaire is given below

3.7 Questionnaire Designing

To make a comprehensive association with the research purpose and objective a set of questionnaire is developed for gathering particular information so that the analysis of data and interpretation of result can fetch rationally (Chisnall, 1992). The significance of both data collection methods cannot be denied to conduct this research. Most relevant method to collect primary and secondary data was employed in order to ensure the collection of accurate, appropriate and relevant data. For the purpose of primary data collection 50 survey questionnaires has been filled by the customers of Tesco Barkingside. The questionnaire has been developed comprehensively in seven sections so that data collected would provide valuable input. The greatest advantage of questionnaire is that it collects a huge amount of data from the respondents at one time.

A set of seven sections was structured in the questionnaire in which different amount of questions were asked to fetch the required and relevant data. A five point Likert scale has

been selected from strongly agree to strongly disagree. In the first section general information about the customer has been asked very briefly. In the second, third and fourth sections four set of close ended questions are asked to measure the satisfaction; brand image and brand loyalty of Tesco's customer, in Barkingside. In fifth and sixth section a set of four closed ended questions have been structured to know the impact of customer satisfaction and brand image on brand loyalty. In the last and seventh section a set of three comprehensive and closed ended questions has been developed to find out which variable has more impact on the dependent variable.

The response rate of the questionnaire was 100% due to purposive sampling technique. The questionnaires have been distributed to only those respondents who were willing to be the part of this research. The survey was conducted outside the Tesco and mainly it was conducted on the weekend because an observation was made that there is large frequency of customer coming to the store on the weekend. Furthermore the data analysis tool will be discussed in this chapter.

3.8 Data Analysis Tool

Data analysis tools and techniques are generally dependent on the nature of data. Data analysis tools and techniques for quantitative and qualitative data are most of the time totally different from each other. Quantitative data can be analysed by tabulating quantitative data (Easterby-Smith *et al.*, 1991). The researcher chooses simple analytical methods for analysing the data and these methods has been revealed in shape of charts and tables. The research questionnaire has Likert scale (Likert, 1932) to measure the response so Microsoft Excel is most suitable to analyse the results. Through Microsoft Excel researcher will take out the percentages of the responses and will analyse the answers critically. This method is easy and simple to illustrate and to understand for the reader, because the research is considered good; when it is easily understandable for maximum number of people.

3.8.1 Reliability and Validity

Reliability refers that the inquiry of research procedure and operation can be rehash by other researchers which then get similar result or findings (Reige, 2003). In this study, all the primary and secondary data ensured that sources of data, analysis of data and interpretation give consistent result according to literature to increase the thread of reliability.

Validity refers establishes the appropriate research result were used from theoretical discussion (Reige, 2003). It means that similarity of ultimate research result which is intended to do. In this research, to ensure the validity, the research question and questionnaire as well as overall relationship marketing framework were developed after thorough review of literature review.

Conclusion

All the methodologies to collect to primary and secondary data have been mention in this chapter. The research onion made it easier to understand the research philosophy, research approach, research strategy, time horizon and data collection method. The appropriate research design has been elaborated above to give a clearer picture to conduct the research. Now the findings of the research will be present in the next chapter.

4.0 Presentation of Data and Discussion of Findings

This chapter consist of the presentation, interpretation of the findings on customer satisfaction, brand image and brand loyalty. The data has been fetched through survey questionnaire technique from Tesco Barkingside customers. The findings are been presented interprets and discussed by following the objectives of the study. The customer satisfaction has been measured by asking various questions, then what image customers have about Tesco, later how brand loyal they are. Furthermore all the dimensions of the variables are connected and reveal the impact on each other.

4.1 General Information

Information on the various issues relating to the study variables, respondents were asked various general questions, in order to ascertain the authenticity of the respondents. The first section of general information of the respondents includes their age, gender, number of trips to Tesco Barkingside in a month and finally duration with the company.

4.2 Response rate

Total numbers of 50 respondents receive the questionnaire willingly and fill it in, in the presence of the researcher. The entire questionnaires have been completed to the satisfaction of the researcher. The response rate was positive and 100% as the required information to fulfil the research purpose, has been filled by all the respondents. This result is a good representative sample of targeted population for making an analysis of the data.

4.3 Data presentation and interpretation

4.3.1 General Information (Section I)

In section one researcher design to collect information about customer's age, gender, visit to Tesco per month and also the duration of customer with Tesco.

Age of the respondents

Age	Frequency	Percentage
18-30	14	28%
31-45	17	34%
46-60	13	26%
61 and above	6	12%
Total	50	100%

Table 1 Age of the Respondents

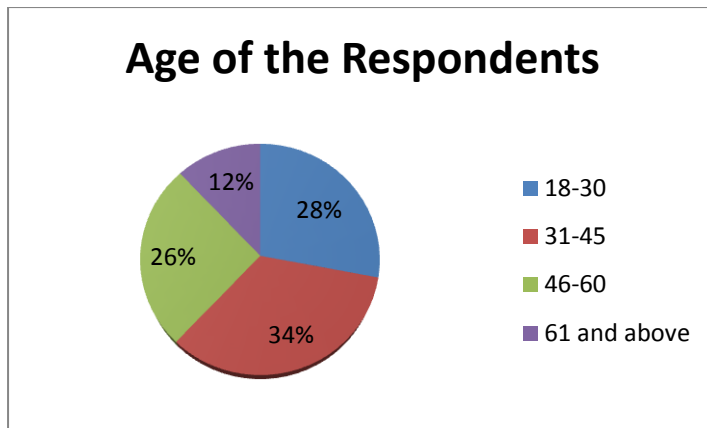


Figure 6 Age of the Respondents

Table 1 and figure 6 shows that 34% of the respondents belong to an age group of 31-45, 28% belongs to a younger age group which is 18-30, 26% of the respondents belong to an age group of 46-60 whereas only 12% of the respondents were of age 61 and above. The statistics of the age of the respondent's shows that the majority of the respondents with 34% were in the middle age, whereas smallest group of the respondents were of age 61 and above.

Gender of the Respondents

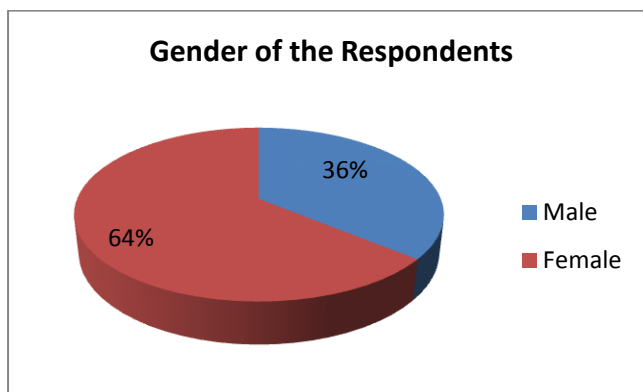


Figure 7 Gender of the Respondents

The Figure 7 above shows the statistics of gender of the respondents and it reveals females are in the majority with 64% whereas males are 36%. This shows that while conducting the research the majority were the female customers, and it also shows that women are involved more in doing grocery shopping than men.

Visit to Tesco in a Month

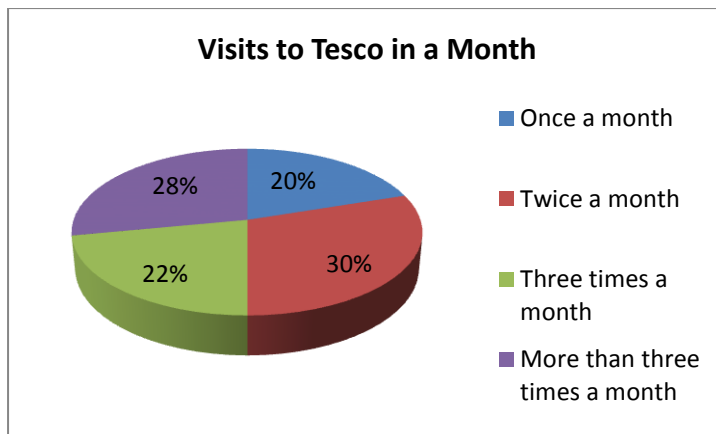


Figure 8 Visits to Tesco in a Month

The respondents show very close figures in response of visit to the Tesco Barkingside store per month. The majority of the respondents with 30% visit the store twice a month, another close figure of 28% of customers visit the store more than three times a month. Moreover customers who visit Tesco Barkingside three times a month are 22% whereas the smallest percentage of 20% of customers visits the store once a month. Hence there is a majority of people who visit the store twice a month and a minimum percentage of the customers visit the store once in a month.

Duration of Being a Tesco Customer

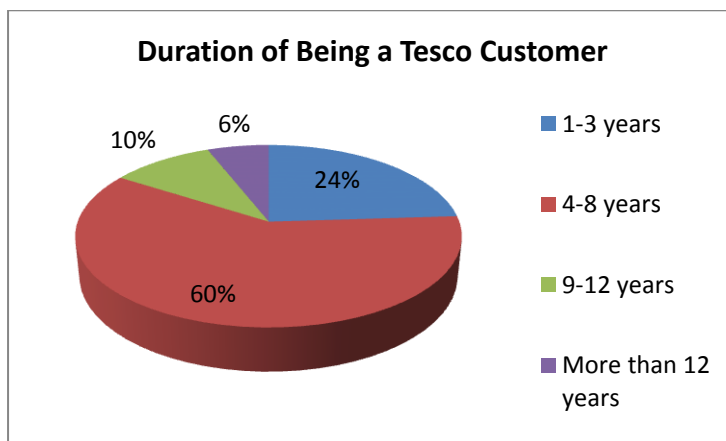


Figure 9 Duration of Being a Tesco Customer

The duration of being Tesco customer has been revealed in through response of this question. There is a majority of 60% customer who are Tesco's customer for 4-8 years; there is 24% customer who revealed that they have been attached to Tesco as a customer for 1 to 3 years. There is 10% customer says that it's been 9 to 12 years as a Tesco customer whereas a minimum of 6% customers reveals that they are Tesco's customer more than 12 years. Hence the majority of customers are being the part of Tesco Plc for 4 to 8 years, and minimum frequency of respondent was their customer for more than 12 years.

Customer satisfaction of Tesco (Section II)

In this section customer satisfaction has been measured by featuring some customer satisfaction factors. The level of agreements will expose that what customer's think of the statement given. The results will be given in tabulation form by mentioning the statements, frequency and percentage of the responses. The frequency score is out of 50 respondents whereas percentage score is out of 100. Later the descriptive form will clear the picture of the responses.

Level of Agreement	Strongly Agree		Agree		Uncertain		Disagree		Strongly Disagree	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Customers come to this store because its vast range of product satisfies them	25	50%	18	36%	7	14%	0	0%	0	0%
Customers come to this store because it's sales and after sales services satisfies them	18	36%	22	44%	5	10%	5	10%	0	0%
Every time they need to shop they visit this store because of its good performance	14	28%	16	32%	11	22%	6	12%	3	6%
The goods customers purchase at this grocery store are worth every penny	17	34%	28	56%	5	10%	0	0%	0	0

Table 2 Customer satisfaction of Tesco



Figure 10 Customer Satisfaction of Tesco

A majority of 50% customer shows strong agreement that a vast range of products in Tesco Barkingside satisfies them, moreover 36% agrees to the given statement. There are 14% of the customer who were uncertain that vast range satisfies them or not, whereas 0% customers shows both level of disagreement with the statement. Another factor of satisfaction sales and after sales services of the store reveals that majority of 44% customer shows agreement, and 36% shows strong agreement that they feel satisfied with sales and after sales services of

Tesco Barkingside. Moreover 10% of the customer shows uncertainty about the statement, and also 10% disagrees that sales and after sales service of Tesco satisfies them. None of the respondent shows strong disagreement to the statement

A reliability of the satisfied customer on the basis of good performance has been shown in following result. Majority of 32% respondents reveals that every time they need to shop they visit Tesco due to its good performance, and 28% shows strong agreement to the statement. Furthermore 22% respondents show uncertainty to the statement. Whereas 12% of customer disagrees to visit the store every time they need to shop sue to store's good performance and 6% shows strong disagreement on it. The satisfaction of customer to spend every penny on the goods and its worth from Tesco has been revealed. Respondents show a majority of 56% agrees that goods customers purchase at this grocery store are worth every penny, and 34% shows strong agreement for the statement. On the same issue of worth of purchase goods from Tesco 10% of the customer shows uncertainty, whereas none of the customer shows any level of disagreement.

Interpretation

The result of section II reveals that vast range of products in Tesco Barkingside is the ultimate satisfaction factor for the customers. Tesco's sales and after sales services is also among the factors to make the customer satisfy from the grocery store in highly competitive environment of supermarkets. Customer also feels satisfied to spend every penny in the store which ultimately worth it. The factor regular trip to Tesco due to its good performance shows different statistics. Majority believes that they come regularly because of good performance but few customers don't think the same. There might be other factors than the product performance which can satisfy the customers. Apart from all the factors of satisfaction the result above shows that majority of the customers of Tesco Barkingside are satisfied. Now the brand image of the Tesco in the customer's mind will be measured.

Brand Image of Tesco (Section III)

In this section brand image of Tesco will be identified through the customer's response. The level of agreements will expose that what customer's think of the statement given. The results will be given in tabulation form by mentioning the statements, frequency and percentage of the responses. The frequency score is out of 50 respondents whereas percentage score is out of 100. Later the descriptive form will clear the picture of the responses.

Level of Agreement	Strongly Agree		Agree		Uncertain		Disagree		Strongly Disagree	
Statement	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
When customer think about Tesco it's all about excellence and quality	12	24%	33	66%	5	10%	0	0%	0	0%
Customer feel they can rely on Tesco as brand	18	36%	32	64%	0	0%	0	0%	0	0%
Tesco generates an image in its customer's mind through advertisement (TV, Radio, Print media,	14	28%	21	42%	11	22%	4	8%	0	0%

Social media)										
Tesco is easy to recognize	28	56%	22	44%	0	0%	0	0%	0	0%

Table 3 Brand Image of Tesco

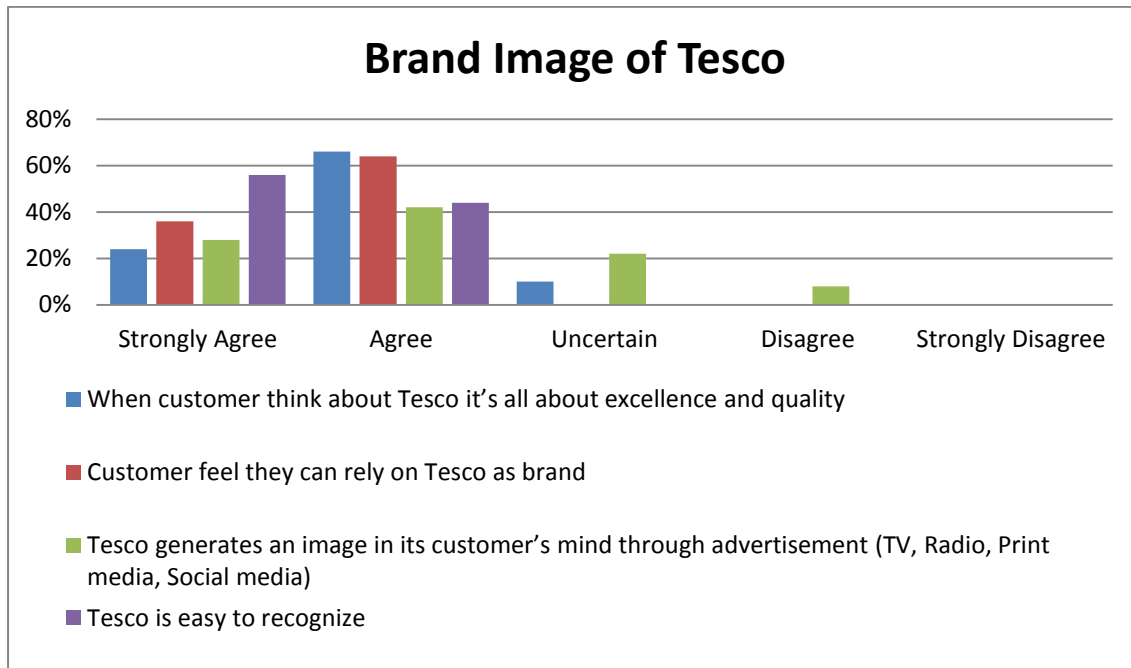


Figure 11 Brand Image of Tesco

A customer's first thought about any brand reveals the image he possesses in his head about the specific brand. A majority of 66% strongly agrees that when they think about Tesco it's all about excellence and quality, and 24% agrees to this statement. There is 10% of respondents were not sure about their perception of Tesco as excellence and quality. None of the respondent shows any level of disagreement to the statement. Customer's reliability on Tesco as a brand shows majority's agreement with 64% and also shows 36% respondent's strong agreement to rely on Tesco as a brand. Whereas none of the customer shows uncertainty or any level of disagreement to the statement which shows the reliability of customer's on Tesco as a brand.

An advertisement is one of the strategies to build an image in customer's mind about any brand. A majority of 42% respondents believe that advertisement (TV, Radio, Print media, Social media) generates an image in customer's mind, whereas 28% strongly agrees to this factor to build brand image. Whereas 22% of the respondents show uncertainty about advertisement as a factor to build brand image in customer's head, 8% reveals disagreement and none show strong disagreement to the statement. The respondent with the majority of 56% strongly reveals that Tesco is too easy recognising as a brand, and 44% agrees to the same statement. Whereas there is no respondent who shows any uncertainty or any level of disagreement to easily recognize Tesco brand.

Interpretation

The result shows that Tesco has built a positive image as a brand in customer's mind. The positive perception and trust on the brand can be seen by the response of quality and

excellence statement result. A significant number of customers rely on Tesco as a brand. This shows that Tesco is delivering the quality of products and services as a good brand should do and this built up an ultimate trust and reliability in customer's mind for Tesco. The respondents think that advertisements play an important role to create an image in customer's head, but the disagreement to this statement also reveals that advertisement is not the only factor to create an image in the mind of the customer. This response gives direction to the researcher that there can be other factors more significant to generate a good image of any brand in customer's mind. Future researchers can look deeper into this aspect. Tesco's positive image as brand in competitive environment is revealed as most of the customer identifies Tesco as a brand easily.

Brand Loyalty of Tesco (Section IV)

This section brand loyalty of Tesco Barking-side customer will be identified and measured. The level of agreements will expose that what customer's think of the statement given. The results will be given in tabulation form by mentioning the statements, frequency and percentage of the responses. The frequency score is out of 50 respondents whereas percentage score is out of 100. Later the descriptive form will clear the picture of the responses.

Level of Agreement	Strongly Agree		Agree		Uncertain		Disagree		Strongly Disagree	
Statement	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Customer consider this brand as their first choice in this category	7	14%	33	66%	10	20%	0	0%	0	0%
Customer would continue to choose the products of this grocery store instead others	0	0%	41	82%	09	18%	0	0%	0	0%
Customer would buy a product from same grocery store even if it is expensive than its competitors	0	0%	15	30%	29	58%	6	12 %	0	0%
Clubcard facility persuade the customer to repurchase, and get the benefit in the future	10	20%	35	70%	5	10%	0	0%	0	0%

Table 4 Brand Loyalty of Tesco

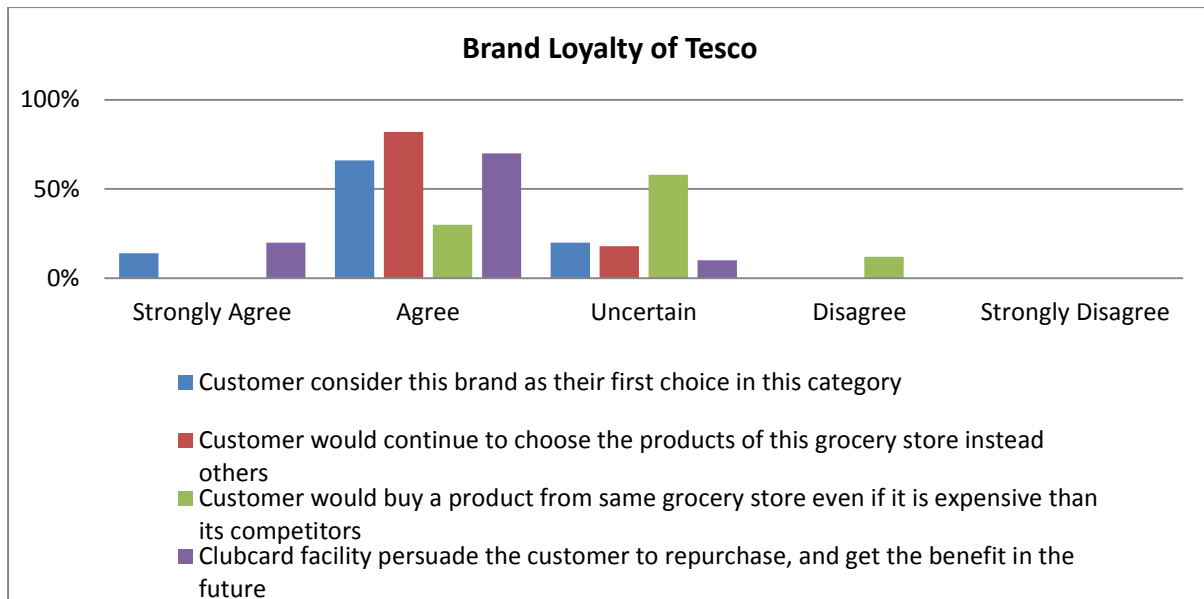


Figure 12 Brand Loyalty of Tesco

Customer shows various responses to the statements to identify and measure brand loyalty. Majorly respondents show that 66% agrees to choose Tesco as first choice in the category of grocers, while 14% strongly agrees to the statement. However 20% of respondents were uncertain to choose Tesco as their first choice in grocer category. Customer shows loyalty and 82% agree to choose the product of Tesco instead of other grocery stores, whereas none shows strong agreement to the statement. However 18% show uncertainty to choose other grocers over Tesco and none of the respondent shows any level of disagreement.

Moreover customers show uncertainty up to 58% to buy a product from Tesco even if it is expensive than its competitors, whereas 30% of the customer agree to the statement. There is 12% of the respondents who disagree to stick with Tesco even if its product is expensive than its competitors. A huge number of 70% respondents agree that Clubcard facility persuade them to repurchase to get the benefits in the future, whereas 20% strongly agree to the statement. None of the respondents shows any level of disagreement whereas 10% respondents were uncertain about the Clubcard as a reason behind repurchase.

Interpretation

The customer shows enormous responses on Tesco's brand loyalty. A majority preference of Tesco brand in the supermarket shows the high loyalty towards the brand. Customers also shows a significant statistics to choose Tesco brand over competitors, this shows a high level of loyalty that customers are not going to the brand selling same product in same price range but still majority of the customer prefer to buy Tesco products. Customers reveal high level of uncertainty to stay loyal to the brand even the products are expensive than the competitors, very few shows this loyalty. This aspect of loyalty remains unclear through the response of the customers. Respondents also identifies the major factor behind the loyalty of Tesco brand, Clubcard is among the factor to encourage the customer to come back to the store to avail the advantage of the points customer gained on last shopping trip.

Impact of Customer Satisfaction on Brand Loyalty of Tesco (Section V)

This section of the response will identify the impact of customer satisfaction on brand loyalty. The level of agreements will expose that what customer's think of the statement given. The results will be given in tabulation form by mentioning the statements, frequency and percentage of the responses. The frequency score is out of 50 respondents whereas percentage score is out of 100. Later the descriptive form will clear the picture of the responses.

Level of Agreement	Strongly Agree		Agree		Uncertain		Disagree		Strongly Disagree	
Statement	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
When customers are satisfied they love to come back to the store instead of going to another brand	21	42%	25	50%	4	8%	0	0%	0	0%
When customers are satisfied they say positive things about this brand to other people	18	36%	20	40%	12	24%	0	0%	0	0%
After sales services show customers that their complaint and opinion is valued that's why they decide to repurchase from same store	17	34%	33	66%	0	0%	0	0%	0	0%
Customer happily pay premium price for premium product because they are satisfied customer	3	6%	37	74%	10	20%	0	0%	0	0%

Table 5 Impact of Customer Satisfaction on Brand Loyalty of Tesco

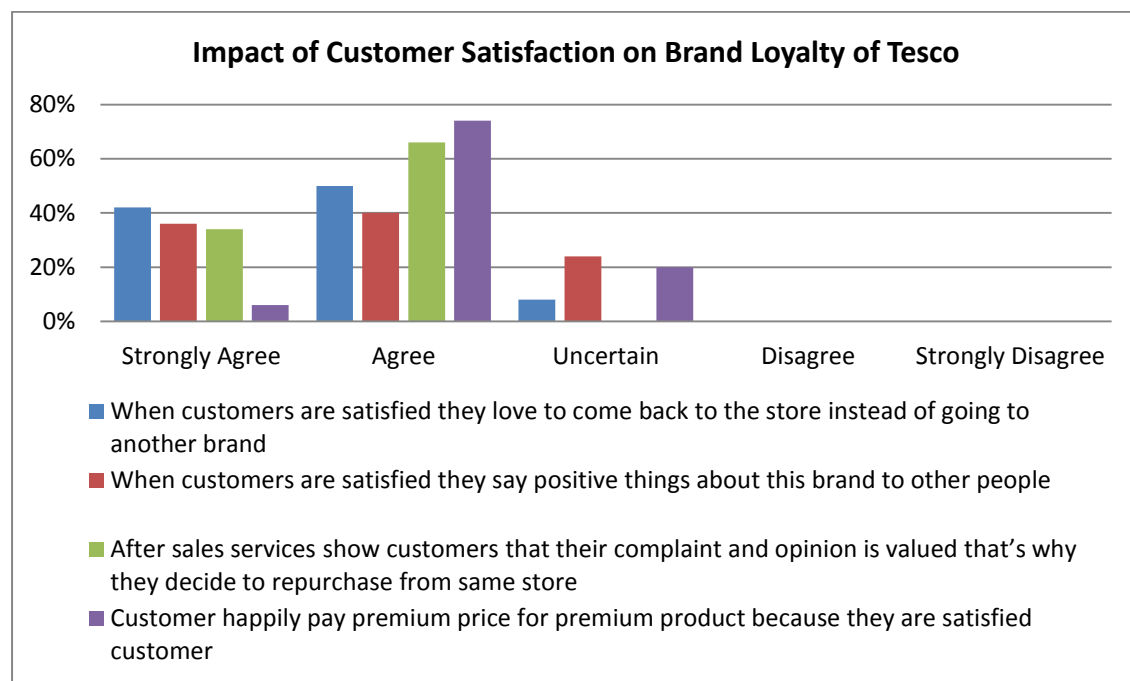


Figure 13 Impact of Customer Satisfaction on Brand Loyalty of Tesco

In this section the impact of customer satisfaction on brand loyalty has been revealed by the help of the respondents. A significant amount of 50% respondents agrees that when they are satisfied they love to come back to the store to shop again, whereas 42% of the customers strongly agree with the statement. Another aspect of satisfied customer is that they sometimes use word of mouth when they are satisfied and 40% of respondents agree to this statement whereas 36% strongly agree. There are 24% of the respondents who are uncertain whether satisfied customer spread positive words about the brand or not. However none of the respondent shows any level of disagreement to the statement.

In the section II majority of the customer gets satisfied by the after services of Tesco and in this section 66% agree that after sale service of Tesco made them feel valued that's why they decide to repurchase from the same store, and 34% strongly agree to the statement. None of the respondent shows any uncertainty or any disagreement to the statement. Majority of 50% respondent shows agreement that customers happily pay premium price because they are satisfied customer, whereas 6% strongly agrees with the statement. A response of uncertainty by 20% customers show that they are ambiguous that if a satisfied customer willingly pay premium price or not. Disagreement by 20% and strong disagreement of 4% of the respondent shows that; some customer does not support the statement of customer satisfaction impact on brand loyalty.

Interpretation

The factors which enable the researcher to identify the customer satisfaction and the factors behind brand loyalty have been asked in this section. A significant number of respondents reveal that when they are satisfied they become more loyal and prefer frequent visits to the Tesco to stick with same brand. The response also reveals that customers become that loyal to the brand that they market the brand by word of mouth when they are satisfied from the brand. The customer's unending journey to supermarkets not only involves sale but also involves after sale services, and customers who are satisfied by aftersales services become more loyal to the customer and decide to repurchase from Tesco store. A significant amount of the customer believes that it is fair to pay premium price if the brand is satisfying the customer. The agreement to majority of the statements in this section reveals that satisfaction of the customer has positive impact on brand loyalty, the more customers feel satisfied the more they become loyal to Tesco as a brand. In next section the impact of brand image on brand loyalty will be identified.

Impact of brand image on brand loyalty of Tesco (Section VI)

This section reveals the responses about the statements on impact of brand image on brand loyalty. The level of agreements will expose that what customer's think of the statement given. The results will be given in tabulation form by mentioning the statements, frequency and percentage of the responses. The frequency score is out of 50 respondents whereas percentage score is out of 100. Later the descriptive form will clear the picture of the responses.

Level of Agreement	Strongly Agree		Agree		Uncertain		Disagree		Strongly Disagree	
Statement	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%

The positive image because of Tesco product and services quality encourages customers to repurchase from there	6	12%	37	74%	7	14%	0	0%	0	0%
The advertisements (TV, Radio, Print media, Social media) make customer loyal to the brand because of its effective representation of Tesco's brand image	3	6%	33	66%	12	24%	2	4%	0	0%
The image of Tesco as a brand affects customer's visit to the stores	5	10%	30	60%	10	20%	5	10%	0	0%
Brand image strategies by Tesco don't make customers choose other brands	10	20%	23	46%	13	26%	4	8%	0	0%

Table 6 Impact of brand image on brand loyalty of Tesco

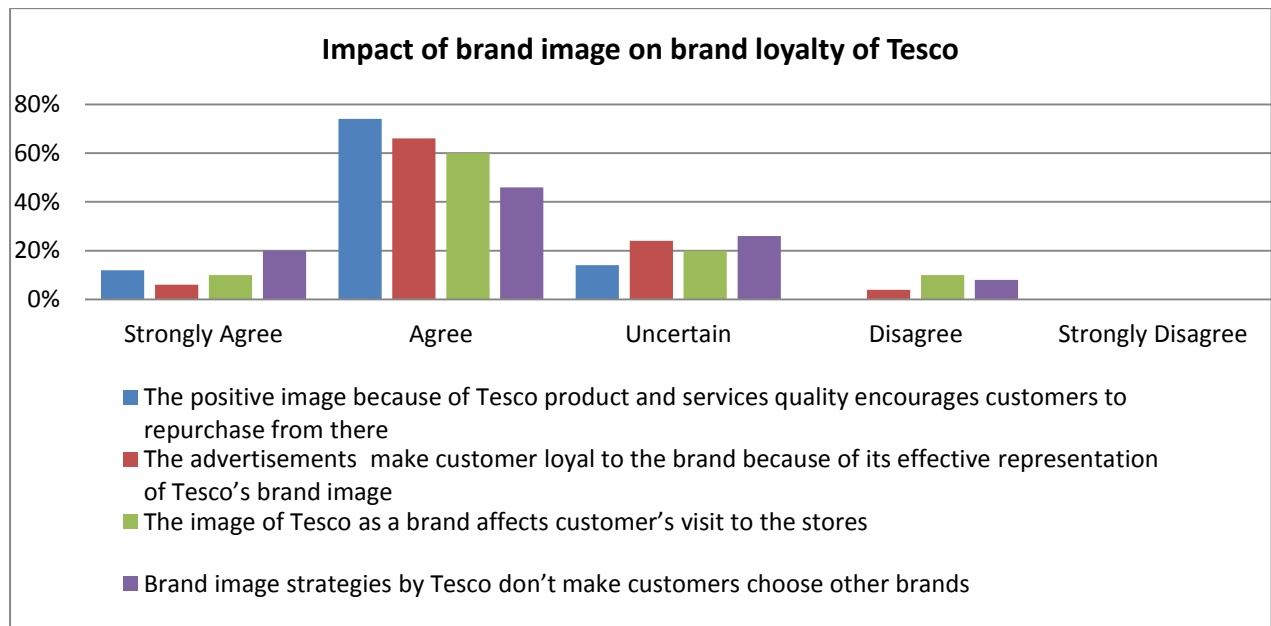


Figure 14 Impact of brand image on brand loyalty of Tesco

A significant percentage of 74% agrees that Tesco built image in customer's head through its service quality and excellence and that ultimately encourages the customer to repurchase from Tesco and remain loyal to the brand, whereas 12% strongly agrees, 14% show uncertainty and none show any level of disagreement with the statement. According to 66% respondents Tesco's strategy to build its brand image through advertisement make the customers more loyal to the brand because of its effective representation, however 6% strongly agrees with the statement. The response of uncertainty can be seen in 24% of the respondents, who are not sure about the idea the statement carries. However 4% respondent disagree that advertisement are not effective enough to make a customer brand loyal.

A leading number of respondents up to 60% agree that Tesco's brand image affects customer trips to the store, and 10% strongly agree to the statements. Whereas, 20% respondents are unsure about the effect of brand image on customer's visit to Tesco store, moreover 10% disagree and none shows strong disagreement to the statement. There is significant number of respondents agrees that multiple brand image strategies Tesco adopts do not make customers choose other brands, 46% agrees to the statement while 20% strongly agrees. Whereas 26% are not sure if these strategies are the one to make the customer sticks with the same brand. Moreover 8% disagree and think that these brand image strategies do not make the customers choose other brands.

Interpretation

The agreement to most of the statements in this section reveals that brand image a significant impact on brand loyalty. The positive image because of good service and product quality makes customer more loyal to the brand, customer trust in the quality and excellence of the brand more than its competitor and become more loyal to it. The image built through advertisements also makes the customer loyal to some extent, but positive product and service quality image have more impact on brand loyalty of the customer. The strategies Tesco adopt to generate a positive brand image helps the brand to make the customer brand loyal and let the customer switch to its competitor. Hence brand image has a positive impact on brand loyalty of Tesco. In the next section the comparison between customer satisfaction and brand image impact on brand loyalty will be identified.

What impact's more Customer Satisfaction or Brand Image on Brand Loyalty (Section VII)

This section will reveal the comparison between customer satisfaction and brand image impact on brand loyalty. The level of agreements will expose that what customer's think of the statement given. The results will be given in tabulation form by mentioning the statements, frequency and percentage of the responses. The frequency score is out of 50 respondents whereas percentage score is out of 100. Later the descriptive form will clear the picture of the responses.

Level of Agreement	Strongly Agree		Agree		Uncertain		Disagree		Strongly Disagree	
Statement	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Positive image of Tesco have more impact in comparison with the value of the product on customer's repurchase behaviour	0	0%	34	68%	11	22%	5	10%	0	0%
While customer is satisfied by in-store services, advertising will have more effective impact on customer's repurchase intention	0	0%	19	38%	9	18%	22	44%	0	0%

The tangible and intangible features have more impact on frequent purchases in comparison with the good product performance of the same brand	6	12%	34	68%	9	18%	1	2%	0	0%
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Table 7 What impact's more Customer Satisfaction or Brand Image on Brand Loyalty?

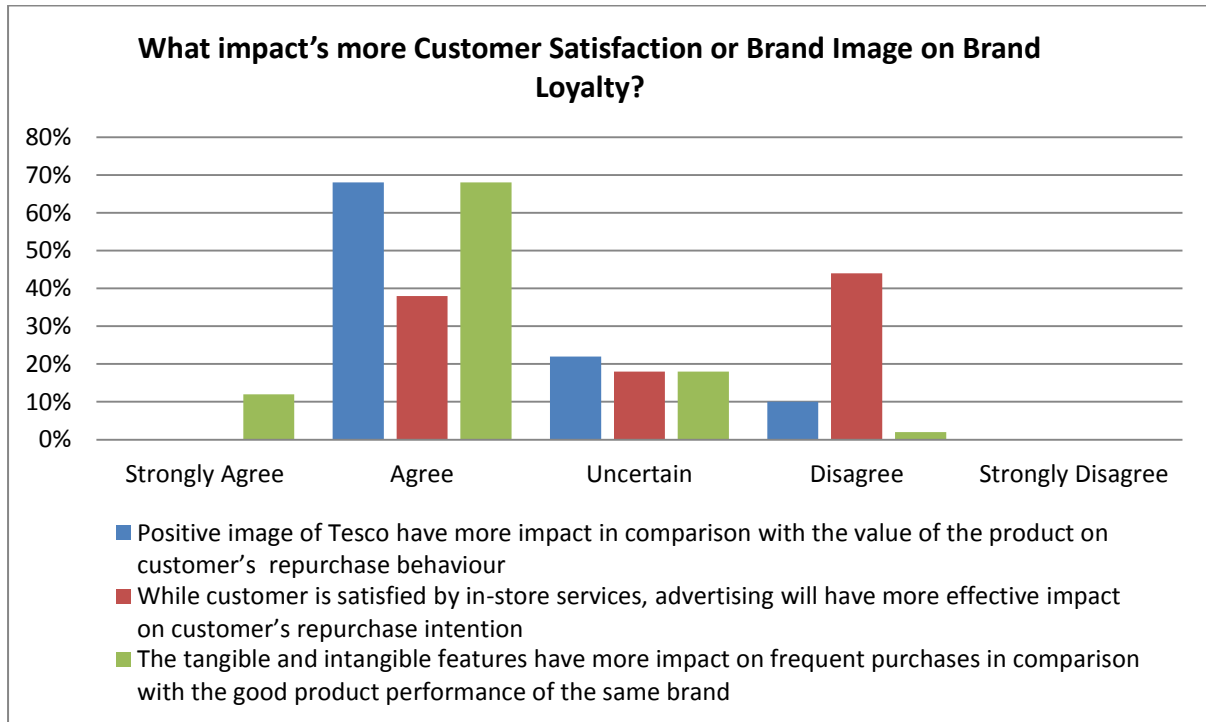


Figure 15 What impact's more Customer Satisfaction or Brand Image on Brand Loyalty?

A significant number of respondents with 68% agree that positive image of Tesco have more impact in comparison with the value of the product on customer's repurchase behaviour, whereas 22% are uncertain about the statement. There are 10% of the respondents who do not agree that customer satisfaction have more impact on brand loyalty in comparison with brand image, and none shows strong agreement or strong disagreement to the statement. Respondents in majority with 44% reveal that they disagree that advertising have more impact on repurchase intention (brand loyalty) than in-store service satisfaction, whereas 38% agrees and 18% are unsure about the statement. A prominent figure of 64% respondent agrees that tangible and intangible features have more impact on frequent purchases in comparison with the product performance of the same brand. However 12% strongly agree, 18% are uncertain and 2% disagrees to the statement.

Interpretation

The last shows that the factors of customer satisfaction, brand image and brand loyalty impacts on each other. Hence it shows that brand image have more impact on brand loyalty in comparison with customer satisfaction. Respondents think that the value of the product does not impact the repurchase intention of the customer more than positive image of the brand. Moreover customers also think that they have more association with the product tangible and

intangible features instead of product performance, and the meaning attach to that product impacts their repurchase intention. So as a conclusion result of the questionnaire make it clear that brand image has more impact on brand loyalty instead of customer satisfaction.

Conclusion

All the variables has been testified in this chapter with the by presenting the responses of the customers. The variables has been divided into section and analysed separately according to the objective of the research. The discussion in the end of every section reveals the interpretation of the results. The statistical results shows that majority of customer are satisfied, have positive brand image and are loyal to the brand. The impact of customer satisfaction and brand image is positive on brand loyalty, whereas brand image has more impact on brand loyalty instead of customer satisfaction.

5.0 SUMMARY, DISCUSSION OF FINDINGS, CONCLUSION, RECOMMENDATIONS AND LIMITATIONS

5.1 Summary

This study starts with the introduction of the topic where compact pictures of research purpose and research objectives have been presented in an effective manner. In second chapter a detailed literature review has been taken into account to get further knowledge about the topic, operationalization of the variables, and models to build a brand image, service quality Gap model and Tri Component Attitude model has been studied in depth and also in context of Tesco. Furthermore in third chapter research methodology is presented by taking the topic and objectives of the dissertation into consideration. The positivism research philosophy, deductive research approach, survey questionnaire research strategy, longitudinal time zone and purposive sampling (non-probability) has been selected as data collection method. In the fourth chapter presentation of data and interpretation of the result has been carried out in rational manner. The data has been presented in the form of charts and tables with the detail of respondent's frequency and percentage of the responses by support of tabulation form, pie chart and bar chart. In the last and fifth chapter, the discussion of findings, conclusion of dissertation in the light of objectives will be drawn and recommendations for Tesco and also recommendation for future researchers is made, limitation of the research is also written in the end of last chapter.

5.2 Discussion of findings

The quantitative data collected with the help of questionnaire provide the researcher accurate representation of the population. While conducting the survey the objectives were kept in mind. The Gap model of Service Quality presented by (Zeithaml et al., 1990) justifies the findings of this research that customer not only focuses on the sales but also take after sale services into consideration and Tesco effectively fills gap 4 which is communication gap and make the customer satisfies even after they shop. Another factor that satisfies the customer was vast ranges of the product which shows their fulfilment reaction when they satisfactorily purchase the product (Oliver, 1997). Majority of highly satisfied customer received more than expected and feel satisfied with the product performance (Kotler, 1994).

These satisfied customers not only make a purchase but also keep an intention to repurchase same products from Tesco and become brand loyal, because if they won't get satisfied they would never get back to the same store especially in this highly competitive super market (LaBarbera and Mazursky, 1983). Majority of the satisfied customers are among the people who do not care to pay premium price all they care about is association with the brand they shop in (Krishnamurthi et al, 1991). The result also shows that when affective component of the Tri component attitude model (Hawkins, 1998) takes place in a customer they feel happiness and satisfaction and then the behavioural component comes in and persuade customer to spread word of mouth and show its loyalty towards Tesco. Hence the finding and analysis through primary data in the light of literature (secondary data) proves that customer

satisfaction has positive impact on brand loyalty. Moreover the impact of brand image will also be identified in the support of findings of the research.

Finding of the research support that positive brand image attached to Tesco is determined by product's qualities among its consumers (Garewal et al, 1998). The identity, meaning, and response in the Keller's Brand Equity Model gained by Tesco, finally the resonance level is achieved and loyal relationship between customer and Tesco build up (Keller, 1993). The results also reveal that customers from modern era give importance to the brand image factor and positive image attached to the brand encourages the customers to repurchase (Dobni et al). The findings of the result that customers frequent visits are also dependent on the image they get from advertisements as part of campaigns (Hammet, 2018). The findings support that behavioural approach of brand loyalty (Krishnamurthi et al, 1991) also gets affected by the brand equity constructed by the help of brand image (Faircloth et al). Thus the finding clearly reveal that the brand image of Tesco has a positive effect on the brand loyalty, if the brand image remains positive in the customer's mind, they will remain loyal to the brand, if the image gets affected negatively by any means that can impact their loyalty to brand and also their purchasing behaviour. The competitive environment of the UK's supermarket possess a number of big names in grocers, whereas the findings of the result also shows that Clubcard is one of the strategy that makes numerous customer loyal to the brand (Scott, 2017). The main factor to make a customer loyal was still missing according to the findings, majority of the customer disagree to remain with Tesco brand if the prices are higher than competitors, whereas brand loyal customer remain loyal without bothering the price company offers (Krishnamurthi et al, 1991).

According to the findings of the study final part of the discussion reveals the strong impact of brand image on brand loyalty in comparison with customer satisfaction. The positive image of the brand (Park et al) results as more effect factor to brand loyalty (Yee and Sidek, 2008) in comparison with customer satisfaction. The results reveal the importance of self-esteem attached to the products customers buy have greater significance than many other factors, the tangible and intangible meanings (Keller, 1993) attach to the products are being considered by a large majority of customers while making a repurchase (Dobni et al, 1990). However; satisfaction from product performance shows lesser impact than positive brand image according to the findings of the study. So the findings of the research also testify the hypothesis and according to the results H1, H2 and H3 have been accepted.

5.3 Conclusion

In the modern era companies thrive to retain their old customers in the fierce competition of supermarket in the UK. Customer satisfaction results as a source of gaining strategic purpose like customer retention which ultimately affects the profit of the company (Jones and Sasser, 1995; Reichheld, 1996). In the wide choices of supermarket sometimes customer become indecisive and their purchase behaviour become ambiguous and unpredictable; this is the phase where brand image drives in. A perception or association build up in customer's mind on the basis of their memory and feeling towards a brand is basically recognized as brand

(Keller, 1993). A popular buying behaviour is that majority of the customer prefer to purchase the brand with positive brand image (Akaah, 1988).

Not only brand image but brand loyalty also have an immense effect on the repurchase behaviour of the customer. Brand loyalty is also seen as a commitment of a customer towards a brand, and this commitment provokes them to repurchase when the competitors are making enormous efforts to break the coalition between customer and the brand (Oliver, 1999). Brand loyal customers are the one who associate their feelings with one brand for a long time no matter what competitors offer, and it ultimately increase profitability and raise brand equity (Edvardsson et al., 2000). Customer satisfaction, brand image and brand loyalty are one of the hottest aspect in business management. The aim of dissertation was to investigate the impact of customer satisfaction and brand image on brand loyalty of Tesco, Barking. Conclusion has been disclosed in the light of research objectives

5.3.1 Objectives one: The impact of customer satisfaction on brand loyalty

Findings highlight that the most essential determinants that satisfied Tesco's customers were the product range, sales and after sales services, product performance and value of the products. However, findings also show the factors behind brand loyalty of Tesco, Tesco Clubcard is among the top reason, whereas in the competitive supermarket majority of customer's take Tesco as first choice in grocers category. The first objective of the research is fully met in presentation, interpretation and in discussion of the findings. In chapter four section 4.3 have a part of result's presentation and interpretation (Figure 13) where it is clearly stated that 92% of the customers shows both level of agreement to the fact that their satisfaction from Tesco make them loyal to Tesco and do not persuade them to visit competitors. Moreover 76% customer uses word of mouth for Tesco when they feel satisfied. After sales services also helps the brand to make the customer attach to the brand for long time according to the findings. So the satisfaction of the customers ultimately leads the Tesco customers to become brand loyal. All the factors of customer satisfaction shows direct effect on the brand loyalty, therefore the impact of customer satisfaction on brand loyalty of Tesco reveals positive relationship. If the satisfaction increases the brand loyalty will tend to increase too and vice versa. And first simple hypothesis generated by the researcher is testified and accepted by the support of this research results.

5.3.2 Objective two: The impact of brand image on brand loyalty

Findings of the study highlight the determinants that contribute to build a positive image of Tesco in customer's mind in highly competitive environment of supermarkets in the UK. The advertisements on TV, Radio, Print media, and social media play an important role to make Tesco stand out as reliable brand. The excellence and quality of the product is also among the essential factor to construct a positive image in customers mind. However Tesco Clubcard is among the top factor to make customers loyal to the brand. The second objective of the dissertation was to investigate the impact of brand image on brand loyalty. After understanding the concept of brand image and brand loyalty in the literature review the data is collected through questionnaire, then presented and interpreted. The second objective of

the research is fully met in presentation, interpretation and in discussion of the findings. In chapter four section 4.3 have a part of result's presentation and interpretation (Figure 14) where it is clearly shown 86% of the customers reveal both degrees of agreement to statement that positive image is one of the factor to persuade them to repurchase and remain loyal to the brand. Moreover majority of the customers reveal the consent that Tesco's brand image strategies including effective advertisement through various means builds positive image and eventually make them loyal to the Tesco brand. So the positive image of Tesco brand makes the customers loyal to the brand. All of the aspects of brand images reveal that brand image has a positive relationship with brand loyalty; it means if the brand image remain positive for customer then they will be more loyal to brand or vice versa. Moreover second simple hypothesis generated by the researcher is testified and accepted by the support of this research results.

5.3.3 Objective three: Which impacts most on brand loyalty, customer satisfaction or brand image?

Findings of the result reveal that positive image of Tesco has more impact on brand loyalty of the customer rather than the value of the product that satisfies majority of the customers. In the competitive environment of supermarket the hidden value and self-esteem is attached behind every purchase these days, consumers still prefer to associate themselves with tangible and intangible features of the brand rather than value of the product that satisfies majority of the consumers. The third objective of the research is to find out the comparison that which factor affects the brand loyalty most among customer satisfaction and brand image. After understanding the concept of brand image and brand loyalty in the literature review the data is collected through questionnaire, then presented and interpreted. The third objective of the research is fully met in presentation, interpretation and in discussion of the findings. In chapter four, section 4.3 has a part of result's presentation and interpretation from Figure 6 to Figure 15 where it is revealed that majority of the customer of Tesco believe that brand image has more impact on brand loyalty rather than customer satisfaction. People prefer to give more importance to the hidden value of the product instead of its physical features of Tesco brand. The findings of the result (Figure 15) show that the third hypothesis of the research is accepted and prove that in comparison with customer satisfaction, brand image have more impact on brand loyalty.

The research has revealed the positive relationship between customer satisfaction and brand loyalty, and as well as positive relationship between brand image and brand loyalty. All the factors to measure these variables have been significantly identified. Whereas, in discussion section 4.3 consumers does not show their loyalty to the brand when it comes to price. People disagree to pay more price for the same product what competitor has, and remain loyal to Tesco brand, this behaviour show that they can switch to competitors if it comes to price for majority of the products, whereas consumers of Tesco happily pay premium price just for premium products when they are satisfied. The dominant impact of brand image on brand loyalty discloses that only customer satisfaction is not important for the customer to stay loyal to the brand, but many other factors like brand image and reputation also have impact of the buying behaviour of the Tesco customers.

5.4 Recommendations

5.4.1 Tesco should work on brand loyalty

This is an effective business strategy that Tesco needs to develop to remain competitive within the business environment these are as follows firstly Tesco has to work hard to make the customer brand loyal, Tesco has a very high customer loyalty in which customer can easily switch to the competitor who offers same product or services in same or lesser price. Secondly they should distinguish between customer loyalty and brand loyalty while using the Clubcard data to know the pattern of purchases. The incentive for the brand loyal customer should be different from a loyal customer, to retain that brand loyal customer. For loyal customers of Tesco who are most of the time price conscious should give them premium product through gifts to give them a flavour of premium range.

5.4.2 Tesco should work on brand image strategies

Tesco should adopt different strategies to build positive brand image else than advertisement. It is essential to develop trust by creating a valuable relationship with the customers. Tesco customer service representatives should provide consistent help to the customers who need assistance. Moreover Tesco should participate in some global cause for instance they should engage in activity of reducing plastic consumption to save environment and reduce global warming, Tesco can start campaign to save water for next generations, they can start campaign to arrange food for homeless people or for the people who needs help. Brand image does not only involve that how it builds the positive image in customer's mind but it also deals with overall reputation of brand. By taking part in global or social causes Tesco can win people hearts and can this business strategy can contribute to increase the profitability.

5.4.3 Every customer should be treated as valued customer

Tesco should adopt a business strategy to make customer believe in the company as best brand in the competitive supermarket environment. Tesco can welcome every customer as valued customer. According to UK Customer Satisfaction Index (UKCSI) in 2017 majority of the customers disagree to feel valued because of the fierce competition among supermarkets. Tesco should work on this weakness of supermarket and can make this aspect its strength to take the lead in competition. The front line employees should welcome the customers warmly and by the end of the shopping journey the customers should get a text which state 'thanks for shopping with Tesco'. The numbers of the customers can be retrieved from the Clubcard of Tesco when they use it for purchasing the products.

5.4.4 Tesco should improve promotion

Not only monetary promotion but also some customers are seriously interested in non-monetary promotions. Tesco can adapt few effective strategies to that could be implementing 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.

5.5 Limitation of the research

Most crucial part while conducting the research was word count and time limitation. Researcher has to complete the work in limited time frame. Due to time limitation a limited sample size has been selected to represent the response of the population. The research has been done in one store of Tesco results of the research may vary with the change of geographical location. Lack of fund also limit the researcher to select other stores to do the research in, it also limit the researcher to generalize the outcome of research.

5.6 Recommendation for future researchers

Future researcher can find out all the factors that make the customers loyal to the Tesco brand. The comparison of customer loyalty and brand loyalty of Tesco can be done by the upcoming researchers. In depth study to find out Tesco brand image strategy can also be done. The fierce competition in supermarkets can also be analysed through comparative studies. Identical factors that impact customer satisfaction and brand image on brand loyalty can be identified and analysed further.

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APPENDIX

QUESTIONNAIRE

The purpose of the research is to find explore the impact of customer satisfaction and brand image on brand loyalty, as well as to find out which variable impacts more on brand loyalty.

The researcher is an MBA student of University of Wales Trinity Saint David, London Campus. The information is going to be used for an MBA Dissertation. Your answers will be treated anonymously and taken into account just for research analysis. This questionnaire consists of several sections. Please answer all of the questions. There are no right or wrong answer. Your spontaneous and honest response is important to the success of this research.

Section I

What is your age?

- a) 18-30
- b) 31-45
- c) 46-60
- d) 61 and above

Gender F M

Frequency of Tesco Visit per month

- a) Once a month
- b) Twice a month
- c) Three times a month
- d) More than three times a month

For how long you have been a customer of Tesco

- a) 1-3 years
- b) 4-8 years
- c) 9-12 years
- d) More than 12 years

The following statements have been designed to obtain your opinion on several aspects of this research. For each statement, please indicate the extent to which you agree or disagree with the statement by ticking (☐)

Section II

Customer satisfaction of Tesco

Statements	Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree
1. I come to this store because its vast range of product satisfies me					
2. I come to this store because it's sales and after sales services satisfies me					
3. Every time I need to shop I visit this store					
4. The goods I purchase at this grocery store are worth every penny					

Section III
Brand Image of Tesco

Statements	Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree
1. When I think about Tesco it's all about excellence and quality					
2. I feel I can rely on Tesco as brand					
3. Tesco generates an image in its customer's mind through advertisement (TV, Radio, Print media, Social media)					
4. Tesco is easy to recognize					

Section IV
Brand Loyalty of Tesco

Statements	Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree
1. I consider this brand as my first choice in this category					
2. I would continue to choose the products of this grocery store instead others					
3. I would buy a product from same grocery store even if it is expensive than its competitors					
4. Clubcard facility persuade me to repurchase, and get the benefit in the future					

Section V
Impact of Customer Satisfaction on Brand Loyalty of Tesco

Statements	Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree
1. When I am satisfied I love to come back to the store instead of going to another brand					
2. When I am satisfied I say positive things about this brand to other people					
3. After sales services shows me that my complaint and opinion is valued that's why I decide to repurchase from same store					
4. I happily pay premium price because I am a satisfied customer					

Section VI

Impact of brand image on brand loyalty of Tesco

Statements	Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree
1. The positive image because of Tesco product and services quality encourages me to repurchase from there					
2. The advertisements (TV, Radio, Print media, Social media) make me loyal to the brand because of its effective representation of Tesco's brand image					
3. The image of Tesco as a brand affects my visit to the stores					
4. Brand image strategies by Tesco don't make me choose other brands					

Section VII

What impact's more Customer Satisfaction or Brand Image on Brand Loyalty

Statements	Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree
1. Positive image of Tesco have more impact in comparison with the value of the product on my repurchase behaviour					
2. While I am satisfied by in-store services, advertising will have effective impact on my repurchase intention					
3. The tangible and intangible features have more impact on frequent purchases in comparison with the good product performance of the same brand					

Thank you for your co-operation