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An Analysis Of Consumer Satisfaction And Loyalty From A Crm Perspective On Mgb Supreme

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ABSTRACT:

This study examines the role of Customer Relationship Management (CRM) in enhancing consumer satisfaction and loyalty, with a particular focus on MGB Supreme in the retail sector. It highlights the significance of customer satisfaction as a measurable indicator of business performance and loyalty as a driver of long-term profitability. The research adopts both primary data (survey of 155 respondents) and secondary data sources to analyse the relationship between CRM practices, consumer behaviour, and retention outcomes. Findings indicate that while CRM systems provide valuable insights into customer needs and preferences, many businesses, including MGB Supreme, underutilize these tools, leading to inconsistent levels of satisfaction and loyalty. The study also identifies gaps in CRM application, including the use of artificial intelligence, predictive analytics, multichannel engagement, and sentiment analysis. The results emphasize that effective implementation of CRM strategies can foster stronger relationships, improve retention rates, and ensure sustainable growth by aligning customer-centric approaches with organizational objectives.

INTRODUCTION:

MGB Supreme, operating in today's dynamic and competitive business environment, faces the dual challenge of retaining existing customers while simultaneously attracting new ones. Building long-term, profitable relationships with customers has become a strategic priority, as loyalty and satisfaction are recognized as key drivers of organizational growth and sustainability. Unlike transactional approaches, which focus on short-term gains, a customer-centric perspective emphasizes consistent engagement, trust-building, and relationship development.

Customer satisfaction reflects the degree to which products or services meet or surpass customer expectations. High satisfaction levels often translate into repeat purchases, favourable word-of-mouth, and positive brand associations. Similarly, customer loyalty denotes the enduring commitment of customers to a brand, reflected in continued patronage and advocacy. Both satisfaction and loyalty are interdependent—satisfied customers are more likely to remain loyal, while loyal customers contribute greater lifetime value and enhance organizational stability.

From a Customer Relationship Management (CRM) standpoint, satisfaction and loyalty are not abstract concepts but measurable outcomes that can be continuously monitored, evaluated, and enhanced. CRM systems enable organizations, such as MGB Supreme, to collect and analyse data on customer behaviours, preferences, and feedback, transforming insights into actionable strategies. By personalizing offerings, strengthening communication, and fostering trust, CRM serves as a strategic tool that enhances customer experiences and builds lasting relationships. Consequently, CRM is not merely a technological platform but an essential framework for aligning customer-focused practices with long-term business objectives, as demonstrated by MGB Supreme.

CONSUMER SATISFACTION LOYALTY AND PERSPECTIVE:

Consumer satisfaction and loyalty are integral to the long-term growth and competitiveness of modern businesses. Satisfaction reflects the degree to which products or services meet or exceed customer expectations, leading to repeat purchases, positive word-of-mouth, and trust. Loyalty, in turn, represents the sustained commitment of customers to a brand, which often results in referrals and greater lifetime value. Both constructs are interdependent: satisfied customers are more likely to develop loyalty, while loyal customers provide stability and consistent revenue streams.

From a Customer Relationship Management (CRM) perspective, satisfaction and loyalty are not abstract concepts but quantifiable outcomes that can be systematically measured and enhanced. CRM systems enable businesses, including MGB Supreme, to collect and analyse customer data, understand behavioural patterns, and design personalized interactions that strengthen relationships. Through segmentation, targeted communication, and customized incentives, CRM facilitates trust-based engagement and long-term retention. Ultimately, CRM functions as a strategic framework that aligns customer-focused practices with organizational objectives, ensuring sustained satisfaction, loyalty, and profitability for organizations such as MGB Supreme.

STATE OF PROBLEM:

In today's competitive business environment, achieving long-term success depends largely on an organization's ability to manage customer satisfaction and loyalty effectively. Although Customer Relationship Management (CRM) systems are designed to collect, analyse, and utilize customer data, many businesses, including MGB Supreme, struggle to fully leverage these tools. The underutilization of CRM often results in inconsistent satisfaction levels, weak retention rates, and limited customer engagement.

A significant challenge lies in the gap between the insights generated from CRM systems and their translation into actionable strategies that enhance satisfaction and loyalty. While organizations may gather valuable customer information, this data is frequently not applied to create meaningful, personalized experiences. The problem is further compounded by inadequate training, lack of awareness regarding CRM's full potential, and poor alignment between CRM initiatives and broader business objectives. As a result, many organizations, such as MGB Supreme, risk failing to maximize the benefits of CRM in building strong, enduring customer relationships and ensuring sustainable growth.

OBJECTIVES OF THE STUDY:

1. To examine the effect of CRM practices on customer satisfaction, focusing on service quality, personalization, and responsiveness.
2. To analyse the relationship between customer satisfaction and loyalty in sustaining long-term business growth.
3. To assess the role of CRM technologies in improving customer retention and loyalty.
4. To identify the key factors influencing satisfaction and loyalty from a CRM perspective.
5. To evaluate the importance of customer feedback in enhancing satisfaction and strengthening loyalty.
6. To provide recommendations for improving CRM strategies to align with organizational objectives and customer expectations.

SCOPE OF STUDY:

This study examines the utilization of Customer Relationship Management (CRM) systems by organizations, with a particular focus on MGB Supreme, to manage customer interactions and enhance the overall customer experience. The study defines CRM and highlights its role in organizing customer information, facilitating effective communication, and fostering long-term customer relationships. Emphasis is placed on customer satisfaction (CSAT) as a critical determinant of organizational success, evaluating its significance in meeting or exceeding customer expectations and its direct influence on customer loyalty. Various approaches to measuring CSAT, including surveys, Net Promoter Score (NPS), and social media monitoring, are analysed to assess their reliability in capturing authentic customer feedback. Furthermore, the study explores customer loyalty in terms of advocacy, retention, and repeat business, assessing how CRM, in conjunction with customer satisfaction, contributes to sustaining long-term loyalty. The scope of this research is confined to organizational applications of CRM and its impact on customer satisfaction and loyalty, with specific reference to the practices adopted by MGB Supreme.

RESEARCH METHODOLOGY:

1. RESEARCH DESIGN:

The study uses a qualitative and quantitative (mixed-methods) approach. Qualitative data helps in understanding processes, perceptions, and challenges, while quantitative data provides measurable insights on employee satisfaction and system efficiency.

2. DATA COLLECTION:

Primary data: According to the structured schedules, the data were collected from the surveys of customer.

Secondary data: These comprise details are collected from the journals and research papers, along with data collected from social media and online records.

3. SAMPLING SIZE: A sample of 155 respondents was selected for the study using a structured questionnaire. This approach was adopted to collect data on the adoption of an analysis of consumer satisfaction and loyalty from a perspective their impact on market reach, customer engagement, and profitability, as well as the challenges faced by MGB supreme.

4. **DATA ANALYSIS:** From a CRM perspective, analysing customer happiness and loyalty involves both quantitative and qualitative approaches to gain a comprehensive understanding of customer behaviour. Quantitative data, such as transaction histories, surveys, and support interactions, provides measurable insights into satisfaction levels and purchasing patterns, while qualitative data, including open-ended feedback and social media comments, offers deeper insights into customer perceptions and motivations. By organizing, cleaning, and analysing this data, organizations can identify trends, predict future behaviour, and determine factors influencing loyalty. These insights enable tailored actions, such as personalized offers and proactive issue resolution, which enhance customer experience and foster long-term loyalty.

LIMITATIONS OF STUDY:

This study recognizes several limitations related to the use of CRM systems in assessing customer satisfaction and loyalty. First, the accuracy and quality of the data gathered are crucial, as incomplete, outdated, or erroneous records can lead to misleading conclusions and affect the reliability of the results. Second, sampling bias may occur if the study primarily includes a subset of highly engaged customers or those who have recently interacted with the organization, potentially excluding the views of less active or infrequent clients. Third, CRM systems only capture a portion of the customer journey, and important offline interactions, informal feedback, or unrecorded sentiments may be overlooked, providing a less comprehensive picture of satisfaction and loyalty. Additionally, customer self-reporting can introduce bias, as respondents may overstate their satisfaction or loyalty due to social desirability or the desire to provide positive feedback. Moreover, technological limitations within CRM systems, such as incomplete integration with other business tools, software outages, or interface inefficiencies, can restrict data collection and analysis, leading to gaps in understanding the full customer experience. These constraints highlight the need for cautious interpretation of the findings and suggest that conclusions drawn from CRM data should be supplemented with additional insights and methods when possible.

REVIEW OF LITERATURE:

Chaudhuri and Holbrook Examined the impact of CRM in the digital age, focusing on social media and mobile platforms. They highlighted how digital CRM tools enable businesses to deliver real-time, personalized content and offers based on customer behavior, enhancing satisfaction. The study emphasized the importance of maintaining consistent messaging across multiple channels to build trust and strengthen emotional connections. By ensuring a unified brand experience, CRM systems help nurture long-term relationships and increase customer loyalty. The research underscores the need for businesses to adapt CRM strategies to the evolving digital landscape to sustain satisfaction and repeat business.

Kumar: Explored how integrating AI into CRM systems enhances customer satisfaction. AI enables businesses to analyse large volumes of data, identify patterns, and predict customer needs, allowing for highly personalized and timely experiences. These tailored interactions make customers feel understood and valued, increasing their overall satisfaction. AI-powered CRM also supports continuous engagement across multiple channels, delivering relevant content and offers in real time. By anticipating preferences and streamlining interactions, businesses can improve service quality and responsiveness. The study highlights that AI-driven CRM is a vital tool for boosting customer satisfaction and fostering long-term loyalty.

Al-Hawari and Ward: Examined the impact of CRM systems in the retail sector, focusing on personalized promotions, discounts, and experiences. Their study found that tailored offers based on customer preferences and purchase history make customers feel valued, strengthening emotional connections with the brand. This sense of being appreciated encourages repeat purchases and enhances customer loyalty. CRM systems also track customer behaviour, such as buying patterns and browsing habits, allowing retailers to predict needs and deliver relevant recommendations. By providing staff with detailed customer profiles, CRM improves the efficiency and quality of customer service. Anticipating customer needs and offering personalized experiences creates a seamless shopping journey. The research highlights that data-driven CRM strategies are crucial for fostering long-term loyalty and sustained business success.

Blattberg and Neslin: Examined the evolution of CRM systems in the post-digital era, emphasizing their role in fostering customer satisfaction and loyalty. Advanced technologies such as AI, data analytics, and automation allow businesses to deliver highly personalized experiences by anticipating customer needs in real time. CRM systems ensure consistent messaging across multiple digital channels, building trust and strengthening emotional connections. They also track customer behaviours, enabling timely offers and services that enhance engagement. By streamlining customer service through detailed profiles, CRM improves response times and problem resolution. The study highlights that effective CRM strategies are essential for retaining customers, driving long-term loyalty, and supporting business growth in a digital landscape.

Boulding: Conducted a longitudinal study on the long-term effects of CRM practices on customer satisfaction. They found that CRM systems providing personalized and continuous communication help sustain satisfaction over time. Consistently delivering value through CRM fosters stronger relationships, building trust and emotional connections with customers. The study also indicated that effective CRM practices enhance customer retention, as satisfied customers are less likely to switch to competitors. Ongoing engagement and personalized interactions contribute to stronger loyalty. Overall, consistent CRM implementation supports long-term customer satisfaction and retention.

DATA ANALYSIS:

SIMPLE PERCENTAGE ANALYSIS:

Simple Percentage Analysis: refers to a special kind of rate percentage are used in making comparison between two or more series of data. percentage is used to determine relationship between the series.

WHAT IS THE MOST IMPORTANT FACTOR WHEN CHOOSING A BRAND TO STAY LOYAL TO?

S.NO	ATTRIBUTES	NO.OF. REPONDENCE	PERCENTAGE
1	High quality product	16	10.3%
2	Excellent customer service	46	29.7%
3	Competitive pricing	30	19.5%
4	Strong brand reputation	48	31%
5	Rewards and loyalty programs	15	9.7%
	TOTAL	155	100%

INTERPRETATION:

The above table shows that, 10.3% of respondents says high product quality, 29.7% of the respondents says excellent customer service, 19.5% of respondents says competitive pricing, 31% of the respondents says strong brand reputation and 9.7% of respondents says rewards and loyalty programs.

RANK ANALYSIS:

Analysis of ranks involves two steps. First observations are assigned rank scores, usually from smallest to largest (the largest values are given the largest ranks). Then, test statistics are calculated using rank scores. The formula for ranking analysis is.

$$\frac{\text{Total}}{\text{Number of respondents}}$$

$$\times 100$$

$$\text{Rank} = \frac{\text{Total}}{\text{Number of respondents}} \times 100$$
LEVEL OF SATISFACTION RANK

ATTRIBUTES	1 (5)	2 (4)	3 (3)	4 (2)	5 (1)	TOTAL	RANK
How satisfied are you with the overall quality of products/services?	106 530	28 112	11 33	5 10	5 5	155 690	I
How satisfied are you with the brand's after-sales services (returns, exchanges, warranties)?	91 455	37 148	18 54	7 14	2 2	155 673	VI
How satisfied are you with the loyalty/reward programs offered?	96 480	28 112	23 69	5 10	3 3	155 674	V
How satisfied are you with the brand's social media engagement and response?	95 475	95 475	13 39	5 10	4 4	155 680	IV
How important is a hassle-free return/exchange process for your satisfaction?	101 505	30 120	13 39	7 14	4 4	155 682	III
How important is transparency in pricing for your satisfaction?	101 505	31 124	14 42	6 12	3 3	155 686	II

INTERPRETATION:

From the above table, it is found that how satisfied are you with the overall quality of products/services? (Rank 1) by the respondents and how satisfied are you with the brand's after-sales services (returns, exchanges, warranties)? (rank VI). The majority of the respondents are How satisfied are you with the brand's after-sales services.

CHI- SQUARE ANALYSIS:

Chi-square analysis is a statistical test used to evaluate relationships between categorical variables. It compares observed frequencies to expected ones, assessing whether differences are due to chance. The chi-square statistic is calculated by summing the squared differences between observed and expected frequencies, divided by expected frequencies. This value is compared to a critical value from the chi-square distribution table, based on degrees of freedom and a significance level. If the calculated value exceeds the critical value, the null hypothesis is rejected, indicating a significant association. Common applications include tests of independence and goodness-of-fit in fields like biology and sociology.

TEST STATISTIC	VALUE	DEGREE OF FREEDOM	P- VALUE
Person chi square	14.463	12	.272
Likelihood ratio	15.583	12	.211
Linear by linear association	5.714	1	.017
Number of valid cases	155		

INTERPRETATION:

The above table shows 14.463 is Pearson chi – square 15.583 is from likelihood ratio 5.714 is from linear-by-linear association and 155 is from N of valid cases.

SUGGESTIONS:

1. Organizations should integrate predictive analytics and machine learning within CRM systems to identify churn risks and forecast future behaviour. These technologies analyse purchase history, interaction patterns, and customer preferences to provide accurate insights. Proactive intervention allows businesses to address problems before they escalate into dissatisfaction. By predicting needs and offering timely solutions, firms can strengthen customer retention and build long-term loyalty.
2. Companies should employ real-time feedback tools such as live chat, quick surveys, and sentiment analysis on social media platforms. Capturing feedback instantly allows immediate solutions to customer complaints before they become major issues. This responsiveness shows customers that their voices and opinions are taken seriously. A continuous feedback loop not only resolves issues but also builds trust and fosters loyalty.
3. Personalization should extend beyond using a customer's name in communication and focus on tailored engagement. CRM systems can track purchase history, service usage, and preferences to craft meaningful offers. Providing personalized promotions and services increases customer satisfaction and engagement. Such customized experiences encourage repeat purchases and strengthen long-term loyalty.

4. A multichannel CRM approach ensures seamless integration across websites, mobile apps, social media, and physical stores. Customers should experience consistent service without needing to repeat concerns across different channels. This unified approach builds trust and reduces frustration in interactions. By offering uninterrupted engagement, companies improve satisfaction and overall customer experience.
5. Employees must receive thorough training to use CRM systems effectively in customer service. Skilled employees are better equipped to solve issues quickly and engage customers positively. Training improves employee confidence, motivation, and satisfaction with their work. Ultimately, this contributes to stronger customer relationships and CRM success.
6. CRM systems should be leveraged to communicate transparently about product availability, delays, and special offers. Keeping customers informed helps avoid dissatisfaction and maintains credibility during challenges. Real-time communication ensures that customers' expectations are properly managed. This openness builds stronger trust and supports long-term retention.
7. In global markets, CRM strategies must be adapted to local cultures, languages, and preferences. Customizing communication, promotions, and service delivery enhances customer acceptance in different regions. Cultural intelligence improves the relevance and effectiveness of CRM practices. Adapting to local needs helps companies strengthen brand loyalty across diverse markets.
8. CRM platforms should be used to design loyalty programs tailored to customer behaviour and purchase history. Personalized rewards nurture emotional connections with the brand beyond transactional benefits. At the same time, data must be cleaned and integrated across all touchpoints for accuracy. Effective loyalty programs supported by quality data improve satisfaction and long-term retention.

CONCLUSIONS:

The analysis of customer satisfaction and loyalty through CRM highlights its vital role in long-term success. At MGB Supreme, CRM enables the firm to gather and study customer data, providing the base for personalized services and meaningful interactions. Such personalization not only improves satisfaction but also builds emotional bonds that lead to loyalty. In competitive markets, consistent and unique experiences are as important as quality in retaining customers.

Effective CRM at MGB Supreme turns one-time buyers into repeat purchasers and brand advocates, creating stronger customer relationships. Real-time feedback mechanisms allow grievances to be addressed instantly, preventing dissatisfaction and reinforcing trust. When customers feel heard and valued, their engagement and loyalty increase. Quick responses therefore act as a key driver of satisfaction.

Loyalty programs integrated into CRM also serve as powerful retention tools by offering rewards that reflect customer preferences. These personalized initiatives strengthen attachment and discourage switching to alternatives. Looking ahead, predictive analytics and artificial intelligence can make CRM more proactive by forecasting needs and improving engagement.

Finally, continuous employee training ensures CRM tools are used to their fullest capacity, enabling timely solutions and positive interactions. Altogether, the use of predictive analytics, personalization, multichannel integration, loyalty programs, and skilled employees allows MGB Supreme to deliver greater value. A well-deployed CRM system thus enhances satisfaction, builds loyalty, and positions MGB Supreme for sustainable growth in competitive markets.