

9. Strategies for Creating Customer Loyalty for Retail Outlets

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1. Introduction

It is easier to retain new customers than to find new ones. Retailers have realized this. Retailers are working harder than ever on strategies to keep the current customers engaged, so that they ultimately become loyal customers. The easiest way to build customer loyalty is to satisfy the customer and understand their needs and wants. However customers are becoming more demanding and sometimes it just seems impossible to please them. It is become imperative that the retailer tries new and innovative strategies to woo the customer. What has worked in the past may not work today and it becomes important for the retailer to understand what the customer expects from them and design strategies accordingly.

Creating loyal customers for retail outlets through the loyalty program is the most popular method. It has given success to various retailers. However there is need for retailers to start thinking out of the box. They need to come out with more innovative ideas to convert regular customers into loyal customers.

2. Objectives

1. To understand the need for customer loyalty in retail outlet
2. To measure how the product quality, price, store environment and service quality contribute towards customer loyalty.
3. To describe the opinion of customers towards customer loyalty programs.
4. To throw light on strategies for creating customer loyalty in retail outlets.

3. Methodology

The primary data was collected through questionnaire method. The questionnaire was administered to 60 housewives. The focus of the researcher was on grocery stores in organized retail. In order to get consumer insights, a focus group discussion with eight housewives was conducted. Secondary data was collected through journals, reference books and websites.