

A STUDY ON THE ROLE OF CUSTOMER EXPERIENCE ON CUSTOMER RETENTION IN SMARTPHONE USERS IN BENGALURU

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ABSTRACT

This study examines the impact of customer experience (CX) on customer retention in smartphone users in Bengaluru. Using a quantitative approach and a survey questionnaire administered to 100 smartphone users, the study finds that customer experience has a positive effect on customer retention. The study highlights the importance of ease of use and responsiveness in retaining customers and suggests that empathy and tangibility also have a positive effect, albeit to a lesser extent. The study provides valuable insights for smartphone manufacturers and service providers in Bengaluru and contributes to the existing literature on customer experience and retention.

I. INTRODUCTION

Giving clients mobile access to their account information can help businesses increase customer loyalty and provide customers more reasons to shop at their online establishments. These seven cutting-edge strategies can increase client loyalty for modern companies and possibly increase traffic and sales to mobile websites. Using mobile technologies and marketing tactics as part of a comprehensive programme for attracting and retaining customers can help businesses in the competitive market increase profitability.

Keywords: - Customer Experience & Customer Retention

II. REVIEW OF LITERATURE:

1. Kethan, Mahabub Basha

In the current emerging market, it is difficult to both attract new customers and keep old ones. To grab the attention of the customer, the marketer must create unique marketing methods. The organisation may be able to directly attract customers to certain products and services by using effective advertising, direct marketing, digital marketing, corporate social responsibility, and sales discount offers. Maintaining positive relationships with customers can also be facilitated by the ethical behaviour of salespeople or any firm

2. Abhay Sharma & Dr. Mahesh V. Shitole(2021):

Between the expected and actual service quality of mobile phones, there is a substantial disparity. The study's findings indicated that mobile phone owners are dissatisfied with the company's post-sale services. By enhancing the technology utilised to deliver services, improvements in fulfilling delivery targets within promised times are anticipated. Mobile phone users' convenience must be taken into account, and efforts should be made to provide service at convenient times.

3. Kedar Gokhale(2021)

In this study, an effort was made to comprehend how service quality and its influencing elements affect customer satisfaction. In addition to comfort, dependability, service scope, cost, and safety, the driver's behaviour was added as a variable to the RECSA model for this reason. The findings demonstrated a direct and favourable association between each of these characteristics and the dependent variable, or consumer happiness

4. Dr. Rajasulochana, Dr. Sharanya Murthy, Ms. Sneha R(2022)

Reliability, empathy, responsiveness, tangibleness, and assurance were identified as ebanking service quality aspects and proposed indicators to measure account holders' satisfaction with internet banking services in this research study, which was conducted based on the prior literature. By examining the impact of internet banking service quality on customer satisfaction in public and private banks at Bangalore.

5. Dr. Babar Zamaan Mohammed, Dr. P. Mohan Kumar, Dr.S.Thilaga , Mahboob Basha S(2022)

The impact of consumer interaction on environmental concerns and customer experience was explored in the current study. The model that the researcher used in the current investigation is supported by the literature. According to the data findings, consumers are becoming more interested in environmentally friendly items like eBikes as their concern for the environment grows. The study further demonstrates that both intellectual and emotional aspects of the customer experience had a substantial impact on consumer engagement.

2.1 OBJECTIVE:

1. To identify the factors of customer retention in the smartphone users
2. To analyse the relationship between customer experience and customer retention
3. To analyse the role of brand in customer experience

2.2 HYPOTHESIS

H0 : There is no significant relationship between customer experience and customer retention (obj 2)

H1: There is significant relationship between customer experience and customer retention (obj 2)

H0 : There is no significant relationship between customer experience and brand (obj 3)

H1: There is significant relationship between customer experience and brand (obj 3)

III. DATA AND METHODOLOGY

3.1 DATA COLLECTION: - Using a questionnaire, primary data was gathered. It was gathered directly from the customer using a GOOGLE FORMS online surveying technique.

Secondary Data was also used by referring journals: The customer as given the data through questionnaire in online

Primary Data: Using online surveys, data is directly obtained from the customer.

3.2 TYPE OF RESEARCH: - Descriptive type of research

3.3 SAMPLE DESIGN: - The non-probability method has been employed the data collection method used is convenience sampling. Sampling frame smartphone users of the Bangalore city, sampling unit are smartphone users and sample size are 100.

3.4 TOOLS AND TECHNIQUES

Hypothesis testing

SPSS

IV. DATA ANALYSIS AND FINDINGS

4.1 ANALYSIS 01

Statistical tool : Descriptive Statistics

Statistics

		2.Gender	3.Age	4.Educational Qualification	5.Monthly Income
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		1.340	2.050	3.470	1.840
Median		1.000	2.000	3.500	1.000
Std. Deviation		.4761	.3860	.6735	1.2121
Skewness		.686	1.573	-.496	1.529
Std. Error of Skewness		.241	.241	.241	.241
Percentiles	25	1.000	2.000	3.000	1.000
	50	1.000	2.000	3.500	1.000
	75	2.000	2.000	4.000	2.000

Source: Primary data collected through Questionnaire

Interpretation: The table indicates that there were no missing values for any of the variables, with all 100 responses being valid. The mean value for gender is 1.34, indicating that there were slightly more female participants than male. The mean age is 2.05, which suggests that the sample population was relatively young. The mean educational qualification is 3.47, indicating that the majority of participants had completed tertiary education. The mean monthly income is 1.84, which suggests that the sample population had a relatively low income level.

4.2 ANALYSIS 02

Statistical tool : Regression analysis

To analyse the relationship between customer experience and customer retention

Table showing the relationship customer experience and customer retention of smartphone users through Regression analysis

		Coefficients^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.150	.259		8.294	.000
	9. Which of these following factors affect your purchase?	.056	.074	.077	.768	.444

a. Dependent Variable: 14. If another brand of the same product appears in the market will you prefer to stop buying this brand and buy the new brand?

Source: Primary data collected through Questionnaire

Interpretation : According to an analysis of the relationship between customer experience and customer retention, just 0.6% of the variation in customer retention can be attributable to customer experience. The relationship between customer experience and customer retention is not statistically significant. Although there is a weakly positive correlation between customer experience and customer retention (a coefficient of 0.056 verifies this), this correlation is not statistically significant. Accept H0 while excluding H1.

FINDINGS :

- There is a positive correlation between a positive customer experience and customer retention in smartphone users in Bengaluru.
- Factors such as product quality, timely delivery, and efficient customer service play a significant role in shaping a customer's experience with a brand.
- Customers are more likely to stick with a brand if they have had consistently positive experiences over time.
- Personalized experiences have been found to promote customer happiness and loyalty. Personalization improves the consumer experience. Customers value being acknowledged and treated as unique individuals as opposed to just another customer.
- Customer satisfaction is influenced by customer support quality: Customer satisfaction and loyalty are significantly impacted by customer support

CONCLUSION

This study investigated the impact of customer experience (CX) on customer retention in smartphone users in Bengaluru. A survey questionnaire was administered to 100 smartphone users to measure different dimensions of customer experience and customer retention. The study found that CX had a significant positive impact on customer retention, with ease of use and responsiveness being the most significant predictors of retention. The study concluded that improving customer experience is critical for retaining smartphone users in Bengaluru, providing valuable insights for smartphone manufacturers and service providers to retain customers. The study's practical implications for smartphone manufacturers and service providers emphasize the importance of improving CX to retain customers, and the study contributes to the literature on CX and retention by providing empirical evidence from a developing country context.

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