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THE INFLUENCE OF CUSTOMER PERCEPTION ON LOYALTY TOWARDS AN ORGANIZATION. A SPECIAL REFERENCE TO THE FMCG AND BANKING SECTORS IN SRI LANKA

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ABSTRACT

The customer perception is a concept that mainly includes the customer's impression, the awareness of the customer and the consciousness of the customer's towards the goods and the services provided by the organization. The paper mainly investigates how the brand, price, usability and stability, promotional activities and the quality of the products and service influences the customer loyalty in an organization. The main problem which is been identified by the study is the loss of customer base gradually over the years very specially for the FMCG sector and the Banking sectors in Sri Lanka. Keells Pvt Ltd is been selected to delineate the FMCG sectors in Sri Lanka and Sampath Bank Plc is been considered in the study to epitomize the Banking Sectors in Sri Lanka. The study mainly addresses the factors such as the price, quality and the promotional activities which acts as the determinants of the customer perception as the gap notified from previous researchers. The study is been conducted for 300 customers selected through simple random sampling using pragmatic philosophical stance along with a deductive approach. The data are been collected through a mixed method approach. The study confirms that the brand, price, usability, quality, and promotional activities has an impact towards the customer loyalty within the firm. The paper is been concluded with key recommended approaches which mainly includes the modern management styles and Marketing tactics which are applicable for most of the organizations operated in the in the Developing Nations.

Keywords: Perception, Loyalty, Brand, Usability, Stability

INTRODUCTION

The paper hereby mainly investigates the perceptions of the customers towards the organizations that they seek services. The research is been carried out by the author based on two different types of service sectors. The major service sectors are the supermarket chains for the FMCG products and the banking sectors. The major examples for the above-mentioned service sectors are the Keells super for the supermarket chain and the Sampath bank for the banking sector. The study conducted clearly provides a brief understanding regarding the brand and the loyalty that exist in order to attract the customer base, the price and the ways how the price impacts the loyalty for a product or a service, the usability and the stability of the products and the services that are been offered. The promotional activities that are been carried out by the organization in order to enchase the loyalty and the way through which the

quality of the product and the services can be used as a key elements to attract the customers. Overall, the influence of customer perceptions had been very well analyzed and the influence of the customer perception towards the customer loyalty is been well articulated.

Background of Study

Keells Super is one of the leading supermarket chains that is been owned by the John keels group. The supermarket mainly trades different types of products which can be commonly categorized as the beverages, chilled, frozen foods, fruits, grocery, households, liquors, meat, fish, vegetables, and home ware. There are more than 24 million customers on board with Keells super (Nadarajah, et al., 2014). There are nearly more than 20 supermarket chains that are available throughout the nation.

As per Perera (2018), the Sampath bank is one of the leading banking sectors originated in the year of 1986. The bank has nearly about 224 branches along with 360 ATM Island wide. There are nearly about 12 super branches available throughout the island. The bank had been ranked as the third largest private bank in Sri Lanka with Rs. 453 billion deposit. The bank had been rewarded with many of the unique awards such as the bank of the year and the national business excellence award. There are some other unique features that highlights the brand and the services provided by the banks such as the presence of the Sri Lanka auto mated clearing house, the cheque imagine & truncating, the credit approval system and the Electronic money transfer.

Research gap

As per Folkes (1988), the product awareness is been considered as one of a key determinants influencing the customer loyalty within an organization. The level of after sales services and the interest put on by the management towards the problem analysis are been the factors that influence the customer loyalty towards an organization (Parasuraman, et al.,1985). Xu, et al. (2007), state that the customer perceived service value in the presence of the customer satisfaction as the mediating factor influences the customer loyalty. The call quality, price structure, mobile devices, value added services, convenience in procedure, customer support, attitude, social influence, switching cost, prior switching behavior, variety seeking, trust, familiarity and partnering are been considered as the factors that determine the customer loyalty within an organization (Segoro, 2013).

Hence the study conducted clearly concludes the fact that the previous researchers have failed to analyze the Brand, Pricing, Usability and the Stability of the products and the Promotional activities as the determinants under the customer perception which influence the customer loyalty within an organization. Thus, the paper hereby mainly focusses on the gap identified from the previous researchers.

Research problem

The empirical study performed on a sample of 25 customers selected from each FMCG sector and Banking sector clearly showed that the main problems faced by the consumers are; lack of innovation within the firms, price instability within the firm, least availability of the certain demanded goods within the firm. The problems identified have a direct and an indirect impact over the loyalty of consumers towards the organization.

Objectives of the study

To identify the impact of the brand towards the customer loyalty in the service sectors.

To identify the influence of the price scales for the products and services towards the customers loyalty in the service sectors

To know the usability of the products and the services towards the customers

loyalty in the service sectors in an organization

To identify the influence of the promotional activities towards the customers loyalty in the service sectors in an organization

Research Question

The study is been based on the identifying the relationship in between the customer perception and the customer loyalty within an organization. The research question is been mainly focused whether the brand, price margin, usability and stability, promotional activities of the product and the services influences the loyalty of the customers within an organization.

Significance of the study

The research conducted by the author helps the other researchers to get more knowledge regarding the impact of the customer perceptions towards loyalty within FMCG and Banking Sectors in Sri Lanka. The research findings by the author will help the existing business and the other third party business people to know how the customer's satisfaction can be achieved and the ways in which the organizations can adopt themselves to full fill the customers' perceptions and to develop the loyalty of the customers towards the organization. The research findings by the author supports the policy makers and the administrators of Keells super, Sampath bank to identify the ways in which the customers can be attracted and the ways in which those customers perceptions can be fulfilled and the ways the organizations can conduct loyalty programs and customer satisfaction survey in order to attract the customer and to position their market accordingly.

LITERATURE REVIEW

Introduction

In this research the author clearly had analyzed the impact of the customer's perception which mainly affects their loyalty towards the organization. The main reason for the research is to find out the ways how the key elements in the customer's perceptions can be improved and the strategies that can be followed in order to improve the performance of the service sectors specially the FMCG and the banking sector.

Customer's perception

In line with the Barsky (1992), consumer Perception is a concept that mainly includes the customer's impression, the awareness of the customer and the consciousness of the customer's towards the goods and the services provided by the organization. The customer perception is considered as one of the important elements in the current digital world. The customer perception or the interpretation that is been created by the customer towards the goods and services offered by an organization are determined by the brand, pricing strategies that are been used by the organization, the usability of the goods and the services that are been offered and the promotional activities that are been carried out to advertise the products or services (Flavian & Guinalíu, 2006).

Theory Associated with the organization

The customer perception is been a key determinant in an organization to benchmark the loyalty of the customers towards the firm. Upon discussing about the customer perception, it is been observed that the most organization within the sectors identified in the study follows the application of the dissonance theory. Hence the author hereby through the study had evaluated the model and the paper concludes with the most appropriate strategy that can be implied in place.

Dissonance theory

The theory says that if the consumer seeks for a high value product instead receives the low value product would

experience a disparity and lead to the cognitive dissonance. The variance observed leads to a state of dissonance or the psychological discomfort. The adjustment over the perceived disparity that exist among the individuals can lead to the reduction over the pressure which is been built a result of the dissonance developed. The prevalence of variance in between the expectation of the product and the performance of the product brings physiological tension in consumers which would later be reduced by the consumers through altering their perception with respect to the product consumed. The cost of the products consumed against the perceived worth of the product by the individuals acts as the determinant of the performance.

Major determinants of customer perceptions

Branding

The brand is the name, term, design, symbol, or other feature that helps to differentiate an organization or a product from its competitors in the view of the customers (Collins,2003). The brand plays an important role in the business, marketing and advertising. The brand act as the point which helps to give an organization a voice, identity, value, awareness among the consumers. Hosany, et al. (2006) says that the brand is considered as the asset of an organization. The concept of branding mainly involves different theories. The main theories are the Brand identity by the organization, Brand equity and Brand personality. These elements act as the major key component of the organization when considering about the branding. As per De Chernatony (1999), the brand identity is one of the basic foundation in Branding in which the organization chooses its design, loo, uses, color, shape and the other visual elements for the product, services and the promotions. The brand image is the result of the effort, successfulness and the unsuccessfulness of the brand identity. The brand equity is another important concept which mainly specifies the value premium that is been generated through the name which can mainly be created through the memorable, easily recognizable and superior quality and reliability of the product or the service (Aaker, 2009). As per Azoulay & Kapferer (2003), the brand personality act as a framework that helps an organization to shape the way the people feel about the product, services and the mission. The company's brand personality elicits an emotional response in a specified consumer segment which indirectly leads the organization to achieve a positive benefit. The general classifications of the brand personalities considered by an organization are excitement, sincerity, ruggedness, competence and the sophistication.

Pricing

The pricing is been a critical component in marketing as well in the competitive strategy in determining the performance of an organization (Hao & Papalexopoulos, 1997). The price is been considered to be a brim used by both the commercial as well the industrial customers to judge the standards and the values of the offerings and plays a key role in determining the brands among varied types of alternatives (Shipley and Jobber, 2001). The pricing reveals the true worth that the product or service captures in the real competitive market (Yeoman and McMahon, 2004). In line with Paul, et al. (2013), the pricing acts as the key component in the marketing mix that helps in the inflow of revenue to the organization and also helps an organization to come up with quick decision for varying micro and macro environmental conditions (Diamantopoulos, 1991). The company's functions with respect to the objectives are multifaceted in that the sustainability of businesses depends on a mixture of different objectives of pricing (Shipley

and Jobber, 2001). These objectives are instable which changes over the time due to various micro and macro environmental fluctuations. The pricing objectives could either be supportive or conflictual in nature. The sales increase vs. market share increase could be termed to be a supportive component whereas on the other hand the sales maximization vs. profit maximization could be termed as the conflictual component (Myers, et al., 2002).

Usability

The usability of the product and services are an important element in the customer perception. The process mainly includes the evaluation of the product or service by testing it with the users who represents the whole consumer segment where the company seek services (Casalo & Flavian, 2008). The usability act as the important key component during the testing in the internet sector where user interface and the user experience are very much hard to stimulate during the development stage of a product or the services (Adellia & Prasetio, 2016). The main aim of the usability is to identify the problems that are been faced by the consumers related to the individual products or services. The usability testing is been mainly done through three main procedures that is initially the company develops the usability test plan, recruit the participant who fits the consumer profile and finally analyzes and reports the usability test findings (Lidwell, et al., 2010). In accordance to the Mithas, et al. (2006), the usability test helps the organization to identify whether the participants can complete the tasks successfully, identify the capability of the sample audience to adopt to the product or services, analyses the satisfaction level of the individual consumers, identify and analyses the changes that has to be implemented in order to modify the products and services, analyses the performance of the products and services

(Dewi & Darma, 2014). The consideration of usability process helps the organization to get a clear and a broader picture of the customer perception towards the organization and also supports an organization in evaluating the performance with respect to the product and services (Kim & Moon, 1998).

Promotional Activities

The business promotion is a key aspect in an organization through which the organization communicate with the public and influence them to buy the product and services that are been offered by the organization (Liu, 2002). There are different types of strategies been involved in the product promotion such as social media, mail order marketing, product giveaways, point of sale promotion and end cap marketing, the customer referral incentive program, causes and charity, branded promotional gifts, customer appreciation events and the aftersales customer survey (Narasimhan,1988). Regardless of the product and services offered by an organization, it is necessary for an entity to have a proper promotional strategy in order position the products and services against the other competitors. The presence of the promotional activities helps an organization to create a network of potential customers who view the organization through different perspectives. Along with the globalization the technology implied with internet has become the present trend among most firms to showcase their promotional activities in value creation (Van Doren, et al., 2000). The mail order marketing is a key promotional tool utilized by many firms in general; where the loyal customers are been provided with an alternative product as an exchange of the personal information that are been provided by the customers, hence such actions helps to create more influence among the customers to positions the products and services much effectual manner (Aliata, et al., 2012). Tuten &

Ashley (2011), says that the customer referral incentives, as a promotional tool helps the entities to grab new customers through existing customers. Thus, the action brings more reliability among the new customers as the promotion is highly based on word of mouth. In general, the presence of an effective promotional tools within a firm is a depiction of the effective communication process established by the firm among both the internal and external stakeholders (Pizarro Milian, 2017).

Customer Loyalty

Dick & Basu (1994) says that the customer loyalty is a process which includes the positive emotional experience, physical attributes-based satisfaction and perceived value of an experience which mainly includes the products and services. The customer loyalty act as the key component to establish the relationship between customer and companies, persons, products or brands. The loyalty of the customer is a depiction of the longevity of purchase towards the products and services made by the customers from the familiar and trusted vendors. The risk of retaining an existing customer on board is more than bringing a new customer on board. The customer loyalty in physical marketplace is mainly the superior quality over the service provided and the trust that is been developed by such services (Gefen, 2002). The customer loyalty is considered to be a profitable component for an organization; the profitability is thought to be generated from the reduced servicing costs, low price sensitivity, gradual increase over the spending pattern and the favorable recommendations which ever been conveyed to the other potential customers by the these loyal customers (Hallowell, 1996). With the growth of the technological era the loyal customers in the market are been viewed with the aid of the computerized database technology which provides the detailed analog of the customer behavior. These techniques at present are highly been practiced by the retailors and many other packaged goods manufacturers which helps those entities to allocate the appropriate market resources to attain a maximum return (Dick & Kunal, 1994). The customer profitability analysis (Uncles, et al., 2003) which is been conducted in the modern corporate era by analyzing the lifetime value of a customer is considered as a determinant in consumer loyalty (Kandampully & Suhartanto, 2000). Loyalty being an important milestone for varied types of industries in the market; the loyalty programs had become a vital topic in the lifecycle of an organization in order to bring out a defensive move to protect the existing customer base (Griffin & Herres, 2002), an offensive approach to improve the sales (Heskett, 2002), margin and profit and also to motivate a cross product buying by the prevailing customer base within an organization (Innis & La Londe, 1994).

Critical Evaluation of the theory applied to the Customer Perception

Reviewing the application of the Dissonance theory to the customer perception which is been identified by the author hereby states that the approach of dissonance theory assume that the consumers generally create a perception that the product mostly get deviated from the expectation or the effort expenditure and in such case the cognitive repositioning become necessary in action. The theory cannot be accepted purely to the study as the there are many number of contradictions exists with respect to the actions of the customers whether the consumers would engage in the discrepancy adjustments quoted in the model as the consumption situation in real time would vary depending on situations. For an example the satisfaction is been termed to be a magnitude and the direction of the difference in between the customers expectation and the product performance which affects one's post decision affect

level. As the customers are no under any pressures to identify and resolve the difference that exist in between the customers expectation and product performance hence it can be concluded that the satisfaction or the dissatisfaction is something which mainly arises through the recognition and acknowledgment of dissonance with respective to brand and usability standards of a product and services rendered.

On the other hand upon looking into the perspective of the model treated to be true enough, the companies holds a responsibility to raise the expectation of a product or a service eventually more than the product performance in order to obtain a higher level of an evaluation for the product or services. The uplift of the expectations can be made possible through stressing more on the promotional activities conducted by the firm, utilizing new pricing strategies to grab more market share and through new branding strategies into the play. Upon reviewing most of the sectors discussed in the paper the dissonance theory is been applied to hold the market share and to penetrate more into the market. But the application of dissonance theory for an effective management style is always questionable as the application of levering the expectation can sometime back fire if the company fails to meet the expectations which ever been raised up through the branding, promotion and pricing strategies implied. The application of this type of practices could result in small discrepancies to arise most frequently and thus the accumulated scale of discrepancies can result in the formation of a negative evaluation. The model also fails to consider the 'tolerance level' into the account. Where the application of tolerance level suggest that the consumers are willing to accept the performance in range around an estimated point as far as the range which is been suggested is reasonably expected. If perceptions of a
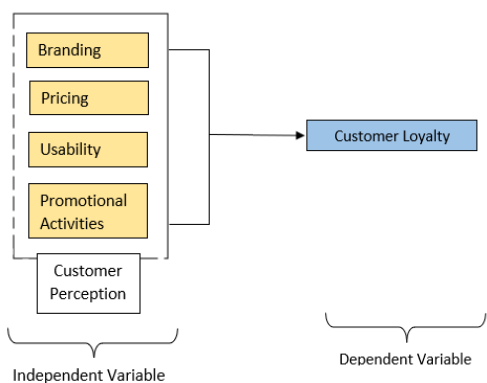
brand, price, promotional activities and usability performance that are close to the standard (initial expectation) are within the latitude of acceptable performance and can then be assimilated to the standard.

The dissonance theory which is been applied and been practiced by most of the FMCG Sectors and the Banking sectors fails to complete the explanation which ever been associated with the customer satisfaction. Also, the study helps in reaching the understanding and a clarity over the fact that the expectations associated with a consumer are never static and expectations fluctuate significantly with the consumer experience. For an instance the expectations of a consumer before reaching a FMCG outlet would be different from the moment the consumer reaches the outlet and seek the service from the retail outlet.

RESEARCH METHODOLOGY

Chapter Introduction

In this context the author clearly explains the methods that are been used by the author to collect the information that are needed to make the project successful.

Proposed Hypothesis

Upon the analysis it is been hypothesized that the Branding, Pricing, Usability and Promotional Activities have a positive impact towards the Customer Loyalty. To validate the statement, the below hypothesis are been formulated.

H1: The Branding has a significant influence on customer loyalty to their preferred FMCG and Banking Sectors

H2: Pricing has a significant influence on customer loyalty to their preferred FMCG and Banking Sectors

H3: Usability has a significant influence on customer loyalty to their preferred FMCG and Banking Sectors

H4: Promotional Activities has a significant influence on customer loyalty to their preferred FMCG and Banking Sectors

Research Design

In general, the main purpose of a research is been divided into exploration, explanation and description. The study conducted by the author mainly focus of the exploration and description research. The exploration research mainly focusses on areas which are unexamined or with varied type interest than the other researchers. The selection of an exploration research for the purpose of analysis in the study is that FMCG and Banking Sectors are in a growth trends over the observation for a period of a decade. Also, on the other hand most of the researchers have examined the customer perception along with the loyalty for tobacco industry, ecommerce, hotel industries etc. There is a limited number of research are been conducted in the FMCG and Banking Industry in general. Besides everything the study conducted also utilizes the description research as the approach helps to define the situations and events. The author selection of the topic mainly analyses the customer's perception on how well the customers are loyal to their preferred FMCG and Banking Sectors.

The study is been mainly based on mixed method along with a deductive approach. The research question is been based upon deriving the relationship in between the variables identified. Thus, the study mainly investigates the pragmatic philosophical stance. The survey was conducted based on 150 self-administered questionnaires for respondents from both the sectors mainly through physical survey and least through online survey. The brief explanation on the objective of the research will be provided by the researchers before initiating the survey. Out of the 300 questionnaires which ever been circulated only 285 returned. From 285 questionnaires which ever been returned only 242 questionnaires were found to be free of response error and was suitable for the data analysis. The non-probability sampling is been used upon the collection of data samples. As per the approach the study was conducted from the members of the population who ever are conveniently been available to provide the necessary information. Due to the high restrain over the time and cost, this technique brings more efficiency and accuracy over the data collection. Questionnaires were distributed among the respondents in the Kohuwala, Kalubowila, Dehiwala-Mount Lavinia, Nugegoda and Wellawatta during both Weekdays and Weekends. The questionnaire which is been designed was being pretested to determine the feasibility and reliability of the questionnaire. The pilot test was conducted for 45 respondents. At the time of the pilot test, the respondents were evaluated through interviews as well. The pilot test conducts twice which eventually means that the respondents must answer the questionnaire twice to test the feasibility and reliability. The survey results which ever been collected will be analyzed through the SPSS Software analysis.

DATA ANALYSIS

The chapter hereby clearly analyses the data that are been collected the by the author. The quantitative data which ever been collected by the author are tested for the validity and the reliability. All kinds of variables which ever been presented through the conceptual framework has been briefly described and analyzed. Through the analysis performed the results of the hypothesis are been proved. The data reduction method is been used for the purpose of qualitative analysis.

Reliability
Reliability Analysis towards the Quantitative data analysis

The reliability test was conducted by the author to evaluate the internal consistency of the measures conducting the aspects of the inter-item consistency reliability through the aid of the Cronbach's coefficient of alpha. The overall summary of the test that is been conducted are given in the table below.

Table 5 Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.974	.979	5

The reliability test performed shows us that the composite score generated by the 05 items which are been submitted to the analysis to be 97.4%. The score value which is greater than the threshold of 70% proves that 97.4% of the variance in the score is the true score variance or internally consistent and reliable variance.

Reliability Analysis towards the Qualitative data analysis

The Qualitative data is been obtained from consumers who ever seek services from Sampath Bank and Keells super outlets around Kohuwala, Kalubowila, Dehiwala-Mount Lavinia, Nugegoda and Wellawatta. The consumers were selected based on non-probability sampling. Semi structured interviews were conducted for the selected consumers within a given time, providing the respondents with an ethical point of view, thus the respondents are been assured with the high level of confidentiality over the data collected. This perspective had eventually resulted with the valid and the transparent responses provided in return. In accordance with Braun and Clarke (2006), the analysis conducted in a qualitative way had been concluded through a thematic way of analysis in which the step by step sequential approach was followed. The recognized themes evaluations are been validated in every individual stage of the approach to ensure a high level of the validity and the reliability over the analysis performed. Thus, it can be assured with respect to the credibility and reliability over results derived from the research. It is been made clear that the results that are been repeatedly been depicted with the assurance of the dependability and the consistency. With accordance to the thematic analysis, the individual units which ever been responsible for the corresponding respondent were taken and been shown separately to each respondent who ever been considered under the analysis which allows them to verify the contents. The results obtained had met the criteria illustrated by Braun & Clarke (2006) and the results too successfully accomplished the indicators stipulated by Lincoln & Guba (1985) such as credibility, transferability, dependability and conformability. Thereby proceeding in continuing the analysis.

Demographic Presentation

The sample clearly shows that most of the purchasing and service seeking is done by females than the males. The total of the

females observed from the data sample is 52.07% and the males are observed to be 47.93%. The age dispersion observed among the sample respondents are higher with the age group of 41-45 with the total sample of 35.54% and the consumers from both the FMCG and Banking sectors under the age group of 31-35 was observed to be 34.71%, 36-40 is 25.21%, 46-50 is observed to be 3.31% and least age group observed in the sectors are individuals more than 50 years which is observed to be 1.24%. Upon looking at the salary statistics obtained from the respondent it is statistically proven that majority of the consumers are middle income category with an average monthly earning of Rs.50,000-99,000 which sums up a total count of 72.31%. The middle high income and high-income personalities with the earnings more than Rs.100,000 were counted for a total of 27.69%.

Variable Analysis

The demographic analysis hereby clearly illustrates the statistical summary of the independent variable called Branding which reflects the negative skewness of – 0.915. The negative skewness clearly shows that most of the data are been clustered between the ranges in between the 3 to 5. This clearly concludes that most of the respondents agrees or strongly agrees with the fact that the branding is a key determinant in an organization. The median and the mode are observed to be 3.75 and 4.25 respectively. The mean which is observed to be 3.66 and the standard deviation is observed to be 0.617 and the value indicates that the data points dispersed around the mean value with a significant level of distance been observed. The summary view of the Pricing variable which shows a skewness of -1.071, the negative skewness shows that most of the data are been clustered between the ranges in between the 3 to 5. The median and the mode are observed to be 3.75 and 3.75 respectively. The mean which is observed

to be 3.64 and the standard deviation is observed to be 0.838 and the value indicates that the data points dispersion for the pricing is closer to the mean value compared to the branding. The statistical analysis performed for the independent variable; Usability shows the negative skewness of -1.192 which is reflects again that majority of the respondents had either strongly agreed or agreed that the organization has an effectiveness, efficiency, error tolerance and easy adoptability over the systems. The mean, median and mode are observed to be 3.72,3.75 and 3.75 respectively and the dispersion of the variables around the mean value is observed to be 0.87. The promotional activities which is been an independent variable in the survey conducted shows a negative skewness of -1.337 with the dispersion of variance around the mean value of 3.91 is 0.69.Furtehr more the observation had shown both the median and mode values to be the same which is 4.0. The customer loyalty being a dependent variable had shown a negative skewness of -1.411 concluding that majority of the customers with in the sample identified are highly satisfied, trustworthy towards the firm, highly committed and involved with the firms activities and also are ready to bear any type of risk associated with the organization. The analysis had shown that the median and mode takes the same value of 3.75 while dispersion of the values around the mean 3.47 was observed to be 0.59.

The variable analysis clearly concludes that the consumers shows a high level of acceptance towards the importance of the branding, pricing, promotional activities and the usability.

Hypothesis Testing
Hypothesis testing1

The statistical results reveal that the Pearson Correlation coefficient which is been observed to be 0.853 which is very

much closer to +1.0; shows that the independent variable has a strong positive relationship with the dependent variable. Along with that the observations clearly shows that the P value observed in the analysis which is 0.000 is less than the 'α' value 0.01, hence it is statistically proven the branding has a positive effect on the customer loyalty. The relationship that is been occupied in between the independent and dependent variable in presentation through a linear equation of $Y = b_0 + b_1 X$ is as below.

Customer Loyalty = 0.457+0.822(Branding). (1)

Table 6 Model Summary of Branding Vs. Customer Loyalty

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.853ª	.727	.726	.31158
a. Predictors: (Constant), Branding				

Table 7 Coefficient Breakdown of Branding Vs. Customer Loyalty

Coefficientsª					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	457	.121		3.785	.000
Branding	.822	.033	.853	25.274	.000
a. Dependent Variable: Customer Loyalty					

Hypothesis testing 2

Pearson Correlation coefficient which is been observed to be 0.898 which is very much closer to +1.0; shows that the independent variable has a strong positive relationship with the dependent variable. Along with that the observations clearly shows that the P value observed in the analysis which is 0.000 is less than the 'α' value 0.01, hence it is statistically proven the Pricing has a positive effect on the customer loyalty. The relationship that is been occupied in between the independent and dependent variable in presentation through a linear equation of $Y = b_0 + b_1 X$ is as below.

Customer Loyalty = 1.15 +0.637(Pricing) (2)

Table 8 Model Summary of Pricing Vs. Customer Loyalty

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.898ª	.806	.805	.26259
a. Predictors: (Constant), Pricing				

Table 9 Coefficient Breakdown of Pricing Vs. Customer Loyalty

Coefficientsª				
Model	Unstandardized	Standardized	t	Sig.

		Coefficients		Coefficients		
		B	Std. Error	Beta		
	(Constant)	1.150	.075		15.263	.000
	Pricing	.637	.020	.898	31.580	.000
a. Dependent Variable: Customer Loyalty						

Table 11 Coefficient Breakdown of Promotional Activities Vs. Customer Loyalty

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	.267	.064		4.146	.000
	Promotional Activities	.819	.016	.956	50.397	.000
a. Dependent Variable: Customer Loyalty						

Hypothesis Testing 4

Pearson Correlation coefficient through statistical analysis was observed to be 0.956 which is very much closer to +1.0; shows that the independent variable has a strong positive relationship with the dependent variable. Adding to that the P value observed in the analysis was 0.000 which is less than the 'α' value 0.01, hence it is statistically proven the Promotional Activity has a positive effect on the customer loyalty. The relationship that is been occupied in between the independent and dependent variable in presentation through a linear equation of $Y = b_0 + b_1 X$ is as below.

Customer Loyalty = 0.267+0.819 (Promotional Activity) (4)

Table 10 Model Summary of Promotional Activities Vs. Customer Loyalty

DISCUSSION AND CONCLUSION

Introduction

This research was set to find out the impact of customer perception on loyalty towards the organizations. A special reference to the service sectors in Sri Lanka. The study was mainly done in two main organizations. The one is the Sampath bank representing the banking sector and the Keells super representing the FMCG sector. Initially the research regarding the customer perception by the previous research were studied properly with the help of the previous literature.

The findings clearly explains us that the management of the Keells super and the Sampath bank has to properly restructure their functions in a way such that they give importance to the brand of the organization, the usability of the products and the services, the pricing of the services offered and the promotional activities that are been followed by the organization. The customer's expectations are not static, the expectation changes depending on the experience earned by the consumers. It is a primary duty of an organization to understand the pulse of the customers and act accordingly. The branding of the organization must be revised minimal by every quarter. The study clearly confirms that the majority of the sample respondents mainly look into the determinants such as product market characteristics, firm-based characteristics and underlying market dynamics to evaluate the branding in an organization which finally influence the loyalty of the customers towards the organization. Also, the study proves that the usability being a component considered under the customer perception plays an important role in determining the loyalty of the customers. The usability in general benchmarked by the consumers through the easiness over the adoptability of the practices, error tolerance, effectiveness and efficiency of the systems involved. Pricing being a factor under marketing mix plays a major role in grabbing the attention of the consumers. The variability in prices, demand of the market and the government regulations are some common consideration taken into account by the consumers to seek out the product and services from a defined entity. The study too has concluded that the promotional activities through the determinants such as the buyer readiness to seek the goods and services, presence of varied types of promotional tactics by consumers reflects their loyalty towards an organization. Finally, the study has evaluated the customer loyalty through the satisfaction, trust, commitment, and involvement of the consumers along with the perceived risk involved with the purchase. The management theory (dissonance theory) which is been practiced by both the Keells Super and Sampath Bank are lack with agility. The theories are not well adoptive to the changing interest of the consumers. The study had finally proved that the branding, pricing, promotional activities, and the usability influence the customer loyalty positively and hence the objectives of the research hereby are successfully been achieved.

RECOMMENDATIONS

To rebuilt and develop customer loyalty towards the firms, the both the Keells and Sampath bank must focus more towards the branding and promotional activities along with the new management theory to be put in place.

Upon looking into the branding, the management of both the Sampath Bank and Keells Super needs to focus more on revising the branding strategy. On overview it is been observed most common branding tactics used by keells is Brand extension where the focus of the company is to produce new products under the same brand. The practice can be

changed by shifting the focus into new products with new brands which even makes the consumers to feel new upon looking into the products or services. Hence to bring a refreshment over the traditional approaches there must be a change needed in the strategies in place.

Rather focusing more on pricing and usability which are considerably on the safe zone for the period, the importance needs to be given more on promotional activities conducted. The Keells needs much more focus over diversifying the promotional strategies focusing more on running up promotional campaigns along with online marketing. Adding to that in case of Keells utilizing the application platform to reach out customers can result in bringing more customers on board as the global trend is been progressing to the application era.

Upon looking at the general management theory approach practiced by the firms, it is been critically evaluated that presence of dissonance theory within the management is considered to be ineffective due to the primary reason that the theory closes the boundaries of changes and give a common framework for all situations rather treating each and every situation differently and also the theory fails to consider the possibility of changes related to the customer expectation. In case of FMCG sector and the Banking sector it is been recommended to apply the Expectancy Disconfirmation Paradigm (EDP) as the framework to assess the customer satisfaction. The model mainly implies that the purchase made by the consumers are with the pre purchase expectations about the anticipated performance. The expectation level of these consumers becomes a standard in which the product is been judged. The outcomes yielded by either the product or services are been compared against the expectation. Hence the theory investigates the expectation and perceived performance the theory can buffer the expectation changes of the customer with varying experiences.

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