

## **Evaluation of Customer Loyalty Implementations By Consumers**

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### **Abstract**

In these times of increasing competition, customer loyalty is a concept which is critically important for businesses. Now it is more advantageous to keep existing customers rather than gaining new ones. Companies arrange various campaigns to actualise this. However, customer loyalty is not something that can be attained just by certain activities. Numerous factors such as the quality of the service provided to customers, product quality, process improvements, service speed, behaviours of company employees, etc. are critically important for customer loyalty. Within the scope of this study, consumers were asked what businesses should do to gain customer loyalty. The factors necessary for attaining customer loyalty from their perspective were listed. For this purpose, a questionnaire was administered to 300 people, and the findings obtained were subjected to variance analysis, crosstabs and correlation analyses. According to the results obtained, businesses should keep the promises they make and offer warranty for their products in order to gain customer loyalty. Consumers volunteer to do word-of-mouth marketing for those companies that meet these needs, and thus customer loyalty is ensured.

**Keywords:** Customer Loyalty, Levels of Customer Loyalty, Customer Loyalty Programs