

# The Impacts of Price of the Product, Quality of Product, Customer Service and Customer Behaviour Towards Customer Loyalty in Klang Valley

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## **Abstract**

Customer loyalty presents a paradox. Many see it as primarily an attitude-based phenomenon that can be influenced significantly by customer relationships management initiatives such as the increasingly popular loyalty and affinity programs. However, empirical research shows that loyalty in competitive repeat-purchase markets is shaped more by the passive acceptance of brands than by strongly-held attitudes about them. From this perspective, the demand-enhancing potential of loyalty programs is more limited than might be hoped. Reviews three different perspectives on loyalty, and relates these to a framework for understanding customer loyalty that encompasses customer brand commitment, customer brand acceptance and customer brand buying. Uses this framework to analyse the demand-side potential of loyalty programs. Discusses where these programs might work and where they are unlikely to succeed on any large scale. Provides a checklist for marketers. Customer loyalty is a voluntary user solution for a long time to build relationships with the company. Loyalty is the user's desire for a long time to continue their relationship with a particular company because loyal customers are those who purchase goods/services of the company from time to time. Loyalty can be treated as a customer desire, willingness to be a regular customer for a long time, buying and using the goods of the chosen companies by recommending them to friends and colleagues. Loyalty can be seen as a multi-dimension, covering behavioural and positional components, where positional aspect reflects customers' approach to business, while the behavioural dimension reveals a frequent and regular shopping, purchase quantity, size, range, availability, etc.

**Keywords:** *Loyalty, Product, Quality, Customer Service, Customer Behaviour*

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## **Introduction**

According to Dowling, et al. (2017), customer loyalty can be said to have happened if individuals utilize a specific shop or get one specific item, as opposed to utilising different shops or purchase items made by different organisations. Customers show customer loyalty when they reliably buy a specific item or brand over a broadened time frame. According to Dowling, et al. (2017), each business organisation's achievement relies upon the fulfilment of the customers. At whatever point a business is going to begin, customers dependably come "first" and after that the benefit. From that,

can see those organisations that are prevailing to fulfil the customer completely will stay in the best position in a market. Based on Khadka & Maharjan (2017) similar retailers can attempt on these variables and in this manner increment their odds of influencing the customer to return over and over to their store to purchase these products. If can make customers will come again and again it's mean that the customer is loyal to that product or brand.

Besides that, as mentioned by Srivastava (2017), there have an issue or problems through this customer loyalty which is because of the quality of products. Customers will look at the products that have better quality. If the quality of products is not very satisfying it might be the customers will find the other shops to have a better quality of the product. Other than that, as cited by Roberts (2016), price is the most important thing to make a customer loyal so that the organisation should make the customer loyal to the products. This means customers loyalty depends on the price if affordable or the price is suitable with the quality of the products.

Lastly, as reported by Wu & Li (2018), genuine customer's devotion amplifies past behaviour and incorporates inclination and desire. Also, customer satisfaction can make customer will be loyal. The organisation should fulfilment the customer's satisfaction with understands and satisfying needs and wants so that can increase customer's loyalty at the same time can be top of the markets.

## **Literature Review**

There are many past types of research on customer loyalty. Previous research by Attiyah (2017) was conducted in Malaysian whereby Charles (2016) was conducted in Europe is the significance of customer relationship management (CRM) and customer loyalty for any association that wishes to be effective and focused in the market. Many organisations find a way how to enter the market or to be on the market to make the customer are still loyal to their product. If a customer is loyal to their products, it's easy to build a strong relationship between the organisation and the customers.

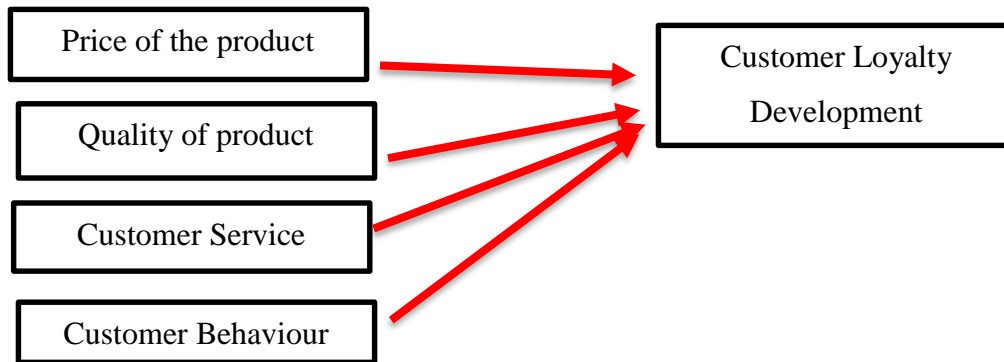
Besides, Dunk (2017) was conducted in Malaysian whereby Hazra, et al. (2013) was conducted in India to look at and investigate the customer's state of mind and conduct on behaviour. It is important because need to know that either the customers will stay loyal to the product or not. If yes, the customers might be purchasing the same product again and again. Based on the behaviour of the customer the quality of the product also important because customers will purchase the product if the quality is good. As can see that on this research just focus on customer behaviour even though the other variables are important which is price, quality and customer service. In order, to make the customer show good behaviour they should think about the other variables because it is related to each other.

Finally, the previous research by Abdul (2017) was conducted in Malaysian whereby Lowe & Alpert (2017) was conducted in Japan which is the price of the product will have influenced customer loyalty. Also, if there any promotion of the price it will make customers want to make more purchase again and again. Most of the customers will grab the product that can be used in the long term because they no need to purchase it frequently. On this research, just focus on price even though the quality, customer service and customer behaviour are important. Of course, we know that the price in Japan more cheap compare to the other country but the other variable also important to make a customer loyal to a product or brand. In Malaysian, if the price match with the quality of the product and followed by customer service which mean give a good service to a customer and of course customer

will show good behaviour. Hence, Japan should think all the variables are important to make the customer stay loyal.

**Figure 1: Research Framework**

(Source: Hortamani, Anasari, & Akbari, 2013; Attiyah, 2016; Oluseye, Odunayo, Adeniyi, & Borishade, 2014; Kumari, Patyal, 2017)



According to Figure 1, the independent variable (IV) in the research is customer loyalty development and the price of the product, the quality of the product, customer service and customer behaviour are the dependent variables (DV)

**Research Methodology**

This section presents the research methods used in the present study. The information will gather include questionnaires and observation with questionnaires as the primary technique for accumulation information. This section will expand on the methodological points of interest of the investigation.

**Table 1: Research Instrument**

Sample Type	Section	Variables that need to be measured	Items	Scale	Resources
Employee	B	DV			
		<ul style="list-style-type: none"> <li>Customer Loyalty</li> </ul> $\alpha = .85$	7	5-point	Masovi & Ghaedi (2012)
Employee	C	IV			
		<ul style="list-style-type: none"> <li>Price of the product</li> </ul> $\alpha = .72$	12	5-point	Njeru (2017)
		<ul style="list-style-type: none"> <li>Quality of the product</li> </ul> $\alpha = .798$	4	5-point	Mansori (2018)
		<ul style="list-style-type: none"> <li>Customer service</li> </ul> $\alpha = .795$	18	5-point	Ndhlovu (2013)
		<ul style="list-style-type: none"> <li>Customer Behaviour</li> </ul> $\alpha = .834$	10	5-point	Deghan & Shahin (2011)

To determine the sample size for this study, a general rule by Kaura, Prasad, and Sharma (2017) will be used. Based on Kaura, et al. (2017) at least 20 cases required for every factor. In this way, an aggregate number of 100 samples will be a palatable number of the sample size of the present investigation (5 variable x 20 cases = 100). With a specific end goal to get more respondents, 120 polls will be dispersed.

The target population of this research will be conducted for all people in Klang Valley. Moreover, the targeted respondents are especially from millennials. It is because most of them will loyal to one product or brand when the product or brand is the best. Also, they can give more information as many as for customer loyalty.

Sampling is a key activity for the reviewing and factual examination of substantial information base (Wang & Wu, 2017). Sampling is an essential method which comprises of choosing some piece of the populace to appraise the populace effortlessly. There are numerous types of sampling method but in this research will be using “Simple Random Sampling”, which is a basic type of sampling and used for building block for more complex sampling methods.

### Data Analysis

Descriptive investigation depicting and condensing the basic highlights of the information that has been found from the respondents (McMullan & Gilmore, 2015). It also refers to changing the components in a straightforward path by depicting the fundamental highlights like recurrence, a measure of focal propensity and other statistic sections. The frequency is usually obtained from normal variables such as gender, race, level of education and so on. Hence, a frequency may generate a table of frequency, percentage and cumulative percentages for all the values. Therefore, it is critical information investigation as it interprets the information gathered from the overview into a gainful data which can be sensible for all people.

Positive (+) or negative (-) signs assign to the course of the relationship. As mentioned by Kaura et al. (2017) the correlation value in the range of +1.0, -1.0 which implies pure negative or the negative relationship and 0.0 means no relationship. While +1.0 implies pure positive or positive relationship. In this examination, bivariate connection strategy Pearson's Correlation was performed to decide the connection between the dependent variable and independent variables of this investigation.

**Table 2: Interpretation of Correlation Indices (Cockrill, 2017)**

Correlation Indices Size	Interpretation
< 0.20	Very Low Correlation
0.2 – 0.39	Low Correlation
0.4 – 0.59	Moderate Correlation
0.6 – 0.79	High Correlation
0.8 – 1.0	Very High Correlation

## Findings and Discussions

This section considers research findings and discussions. The research is completely based on primary data. The questionnaire was distributed to the respondents and primary data was collected using electronically using Google forms. The questionnaire was distributed to around 100 respondents. Which assisted in achieving the research objectives. This section consists of three parts. The first part illustrates the demographic information of the respondents which is descriptive analysis and frequency. Calculations of the mean variables. On the other hand, the second part demonstrates the inferential statistics and hypothesis testing which includes correlation analysis. The last part illustrates the finding of the research.

### Demographic Information

The demographic part provides information about the respondents based on gender, age, ethnic, working status and level of education and number of years served in the current organisation. For these analyses, the first section of the questionnaire was taken into account to interpret the demographic characterises of the respondents. Frequency and Cumulative Percentage are the two methods that have been used to describe the profile of the respondents. The total number of respondents that is the sample size of the study is 100.

#### Gender

Table 3 clearly illustrates the contribution of respondents based on gender to the study. The sample size consists of a total of 120 respondents. Out of which 42.5% are males and 57.5% are females. This demonstrates that the majority of the participants in this study are females.

**Table 3: Gender**

Item	Frequency	Percent
Male	51	42.5
Female	69	57.5
<b>Total</b>	120	100.0

#### Age of Respondents

Table 4 illustrates the age of the respondents that took part in this study. The age of respondents can be congregated into five different categories. Respondents between 18-25 years, 26-33 years, 34-41 years, 42-49 years and 50-57 years respondents. It can be realized that the major contribution to the study is of respondents of age 18-25 years, 26-33 years and followed by 34-41 years.

**Table 4: Age of Respondents**

Item	Frequency	Percent
18-25 years old	110	91.7
26-33 years old	8	6.7
34-41 years old	2	1.7

<b>Total</b>	120	100.0
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### Ethnicity of Respondents

Table 5 illustrates the ethnicity of respondents that participate in this study. Also, it clearly shows the most participants in this study are Malay compare to the other ethnicities.

**Table 5: Ethnicity of Respondents**

<b>Item</b>	<b>Frequency</b>	<b>Percent</b>
Malay	98	81.7
Chinese	8	6.7
Indian	1	0.8
Arab	1	0.8
Indonesia	2	1.7
Pakistan	1	0.8
Pakistani	1	0.8
Saudi	1	0.8
Suluk	1	0.8
Yemeni	1	0.8
<b>Total</b>	120	100.0

### Data Coding

For this research, primary data was collected during the questionnaire by answering the specific questions that have been developed in the questionnaire. The questionnaire of this research was adopted from the specific sources that stated in Table 6.

The questionnaire of this study has six section consist of overall 30 items. Respondent demographic variables are included in section A which are (Gender, Age, Ethnic, Working Status and Level of Education). Whereas section B includes measurement of the dependent variable (Customer Loyalty) and followed by in section B, C, D, E and F which is Independent variables (Price of The Product, Quality of The Product, Customer Service and Customer Behaviour) each variable consists of 4 and 8 points from 1=Strongly Disagree to 5=Strongly Agree is used to measure each variable of this research this section considers the most important.

**Table 6: Questionnaire Variables and Items**

<i>Variables</i>	<i>Items (No.)</i>	<i>Source</i>
<b>Section A; Demographic variables</b>		
<b>Gender</b>	Male Female	
<b>Age</b>	18.25 26-33 34-41	
<b>Ethnic</b>	Malay Chinese Indian Other	
<b>Working Status</b>	Working Non-working	
<b>Level of Education</b>	Diploma and equivalent Degree Master PhD Other	
<b>Section B: Dependent Variable</b>		
<b>(DV)Customer Loyalty</b>	1. I intend to stay with the current brand of the product 2. I intend to recommend the product to others 3. In the future, I would like to patronize this brand I have chosen 4. I intend to remain a customer of the product that I have chosen 5. I will keep using the product as long as it offers the best interest rates to me	(Mosavi & Ghaedi, 2012)
<b>Section C: Independent Variables</b>		
<b>(IV1) Price of Product</b>	1. I prefer a product which has a steady low prices 2. I choose the company based on their low prices 3. I would continue to buy if its prices increased somewhat 4. The company prices are always in line with customer preference 5. The company always compares the prices with the competitors' prices	(Njeru, 2017)
<b>Section D</b>		

<b>(IV2) Quality of Product</b>	<ol style="list-style-type: none"> <li>1. Current company product quality can meet customer standard</li> <li>2. The company product has a high quality</li> <li>3. The current company product is of better quality better than other company</li> <li>4. I prefer high quality even though the price is high</li> <li>5. I recommend products that have a good quality to someone who seeks my advice</li> </ol>	(Mansori, 2018)
<b>Section E</b>		
<b>(IV3) Customer Service</b>	<ol style="list-style-type: none"> <li>1. When the company promises to do something by a certain time, it will do so</li> <li>2. Employees in the company have the knowledge to answer customer questions</li> <li>3. Employees in the company give prompt service to customers</li> <li>4. Employees in the company are never too busy to respond to customer's request</li> <li>5. Employees of this company are able to handle customer complaints directly and immediately</li> </ol>	(Ndhlovu, 2013)
<b>Section F</b>		
<b>(IV4) Customer Behaviour</b>	<ol style="list-style-type: none"> <li>1. I use product or services from the company because it is the best choice for me</li> <li>2. I say positive things about the brand to other people</li> <li>3. I recommend the brand to someone who seeks my advice</li> <li>4. I would not switch to a competitor, even if I had a problem with the product/services of the company</li> <li>5. I have positive emotional relation to the brand I have chosen and I feel attached to it</li> </ol>	(Dehgan & Shahin, 2011)

### **Descriptive Statistics for Variables**

Table 7 shows the descriptive statistics of customer loyalty, price of product, quality of product, customer service and customer behaviour where the SPSS tests the minimum and maximum values, mean value and standard deviation. The test of descriptive statistics shows that customer loyalty has the mean value of 3.8950 and standard deviation of 0.72133, price of product has a mean value of 3.4517 and standard deviation of 0.63272, quality of product with a mean value of 4.1617 and



standard deviation of 0.58341, customer service with a mean value of 3.8167 and standard deviation of .68383 lastly customer behaviour has the mean value as 3.8183 and standard deviation of 0.65388. These results show that customer loyalty, the dependent variable has the highest value for standard deviation and meaningful work has the highest value for mean value. According to the values of mean, all of the independent variables such as the price of product, quality of product, customer service and customer behaviour have values more than three meaning that averagely they have agreed that these variables have the positive impact on the customer loyalty in Klang Valley.

**Table 7: Descriptive Statistics for Variables**

	N	Minimum	Maximum	Mean	Std.Deviation
Customer Loyalty	120	2.00	5.00	3.8950	.72133
Price of Product	120	1.80	5.00	3.4517	.63272
Quality of Product	120	2.20	5.00	4.1617	.58341
Customer Service	120	1.00	5.00	3.8167	.68383
Customer Behaviour	120	1.60	5.00	3.8183	.65388

### Correlation Analysis

Correlation analysis is a method of statistical evaluation used to study the strength of a relationship between two, numerically measured, continuous variables. This particular type of analysis is used for possible connections between variables. If the correlation is found between two variables it means that when there is a systematic change in one variable, there is also a systematic change in the other, the variables alter together over a certain period. If there is a correlation found, depending upon the numerical values measured, this can be either positive or negative.

**Table 8: Correlation Analysis of Variables**

		Customer Loyalty	Price of Product	Quality Of Product	Customer Service	Customer Behaviour
customer loyalty	Pearson Correlation	1	.265**	.596**	.431**	.615**
	Sig. (2-tailed)		.003	.000	.000	.000
	N	120	120	120	120	120
PriceofProduct	Pearson Correlation	.265**	1	.223*	.151	.266**
	Sig. (2-tailed)	.003		.014	.100	.003
	N	120	120	120	120	120
quality product	Pearson Correlation	.596**	.223*	1	.534**	.599**
	Sig. (2-tailed)	.000	.014		.000	.000
	N	120	120	120	120	120
CustomerService	Pearson Correlation	.431**	.151	.534**	1	.550**
	Sig. (2-tailed)	.000	.100	.000		.000
	N	120	120	120	120	120

CustomerBehaviour	Pearson	.615**	.266**	.599**	.550**	1
r	Correlation					
	Sig. (2-tailed)	.000	.003	.000	.000	
	N	120	120	120	120	120

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

Table 8 shows the results of correlation between the dependent variable and independent variables such as customer loyalty, price of product, quality of product, customer service and customer behaviour which are used to examine the hypothesis in this research. For each of the variables, Pearson correlation, significance and N values have been analysed with the correlation analysis of this study where the focus of this study is on the significance of each variable to analyses their correlation and the lesser the number, the more accurate the variables are. All of the variables showed the outcome of lesser than  $p = 0.000$  and so they correlate with the variables, especially the dependent variable has a high correlation with all of the independent variables.

## Discussion

For this research, 100 respondents were selected in Klang Valley. From which all the data for dependent and independent variables were collected through google forms with several items for each variable. The collected data was tested vigorously with SPSS software, where the tests include demographic analysis consists of descriptive analysis, frequency and correlation analysis.

The objective of this research is to explore the impacts of the price of product, quality of product, customer service and customer behaviour towards customer loyalty in Klang Valley. In this research, findings showed that how the four dimensions of customer loyalty illustrated by Based on (Dehgan & Shahin, 2011) which includes prices of the product, quality of product, customer service and customer behaviour. The questionnaire was distributed to the people that are living in Klang Valley. Around 100 questionnaires were sent to the respondents. And the total received of 120 were successfully responded.

The findings of this research have analysed 120 respondents and they have given their opinions upon the customer loyalty and the independent variables affect customer loyalty in Klang Valley. To analyse the data it is important to review the demographical analysis of the respondents, from a total of 120 respondents, 58.3 % were female and 41.7 % were male respondents, and their age range was from 18 to 25 years to 41 years old. Whereby 91.7 % were between 18 and 25 years old, 6.7 % were between 26 and 33 years old, 1.7 % were between 34 and 41 years old.

Furthermore, the ethnic of the respondents also shows in this research which consists Malay was 81.7%, Chinese were 6.7%, Indian were 0.8%, Indonesia was 0.8%, Arab was 0.8%, Suluk was 0.8%, Pakistan were 0.8% and Yemeni 0.8%. Moreover, the working status of the employees in SPSS showed out of the categories such as working and non-working where working respondents were 39% and non-working 61%. Lastly in demographic analysis, the level of education of respondents was analysed. The analysis was conducted with levels of education such as diploma, degree, master, PhD and others. The education levels of the respondents were for diploma holders are 49.6%, degree holders are 47.1% and master holders were only 1.7%. Overall, all of the respondents were within the range and limits of this study to analyse customer loyalty in Klang Valley.

***Question One: To what extent the price of the products will influence customer loyalty?***

The first objective of the research centres on the price of the products will influence customer loyalty. As know that, mobile phones give a huge impact to the customers to make them stay loyal. For sure that most of the customers want the products that in low prices but at the same time the quality of the products need to be higher. To make a customer intend loyal to a product of mobile phones the organisation should compare the prices with the competitors. It is because customers always compared prices before they purchase. It will give a benefit to a company if they make research of their competitors' prices so that the customers will stay loyal even though the prices of the product are increased.

Based on the past researcher Virvilaite & Saladiene (2017), some customers will choose the organisation it is because the product of mobile phones is low prices compare to the others. So, to make the customer choose the right organisation and make them stay loyal in the future the organisation should make the product at steady low prices. A few of the customers did not care about the brand of the product but they take it serious about the prices. As long as that the product is affordable to purchase which mean low prices that can make customers influence to be customer loyalty.

Furthermore, the prices of the products will influence customer loyalty if the product prices in the organisation are always in line with customer preferences. Not all the customers have the same preference because some of them take a few circumstances of the product mobile phones in serious matter (Abdul, 2017). So, the organisation should always know the customer's preference so that they can enhance the product in the future to make the customers will influence to be customer loyalty.

***Question Two: To what extent the quality of the products will influence customer loyalty?***

The second objective is to determine either the quality of the products will influence customer loyalty. For this second objective, explain that the customers will intend loyal to a product if the products have a good or higher quality. Customer will purchase a mobile phone that has a good or higher quality so that they can use in long term. Not all the customer rarely switches a new phone so the customer will search to a product that can give them a benefit. In order, to make the quality of the products will influence customer loyalty the organisation should make the product quality meet a customer standard. For sure, most of the customers want to have a product that is higher quality to ensure the customer stay loyal. Based on Attiyah (2017), if the organisation has the product in higher quality, that means their product quality can influence customer loyalty.

Besides that, the organisation should have a better quality compared to the other organisation. It is because customers always compared the quality because they want to have a product in higher quality. So, to influence the customer to be customer loyalty the organisation should enhance the product quality so that they can stay at the top of the market. According to Kuo & Wu (2018), quality of the product is important to customers because if the organisation can meet the customer standard so that in the future they will repurchase even though the prices increase.

Lastly, the customers will recommend a product that has a higher quality to someone that seek their advice. It is because the customers like to share something good with other people. If the organisation can provide good quality to a customer it will give a benefit to the organisation because the customer will tell the other people to purchase that product too (Elshaer, 2016). In order, to ensure it is true

that the organisation can provide higher quality to the customer. Others, the margin profits of the organisation will increase because the product in that organisation is well-known.

***Question Three: To what extent customer service will influence customer loyalty?***

In this study, the third objective is to explain either the customer service will influence customer loyalty. Customer service also will give an impact to an organisation to make the customer stay loyal to the product. The customer will look at the organisation either the company will do something in a certain time. If the organisation can do something in a certain time it also can influence the customer to be customer loyalty. The customer service in that organisation should be good and give a good service to a customer. Also, the customer will look at if the employee in the organisation has the knowledge to answer customer questions. It is because when a customer wants to purchase any mobile phone they will ask any question related to the mobile phones to ensure that the customer purchases the right product.

Moreover, to influence the customer to be a customer loyalty the employee in that organisation gives prompt service to the customer. If the customers have an issue or problem with the product so the employee should give a good service to the customer so that customer will satisfy with the service of that organisation. If the organisation is unable to do that so it will make the customer do not want to purchase the product in the future. Also, the customer will not recommend the product to the other customer. Next, the customer service will influence customer loyalty when the employee in the company is never busy to respond to customer request. According to Charles (2016), the customer always has a question and request about the product, so the employee in the organisation should answer all the questions and fulfil the request of the customers to make them stay loyal.

Finally, as stated by Gashti et al. (2018), the employee in that organisation can handle customer complaint directly and immediately. Some of the customers will make a complaint about the product that they purchase because there some issue on that product and they want to get a new one. When the customer makes a complaint on that product so the organisation can enhance the product in the future for better performance. This one also can extend customer service to influence the customer to be customer loyalty.

***Question Four: To what extent customer behaviour will influence customer loyalty?***

The fourth objective is to determine the customer behaviour will influence customer loyalty. As know that customer will have different behaviour when it comes to purchasing the product or already have a product. according to (Waarden, 2019) customer will use the product or service from the organisation because it's the best choice for them. They do not want to use the product that gives trouble to them when they use it. Also, when it comes to customer behaviour the customers will say a positive thing about the product to the other people if the product is good and meet a customer standard and preference. In order, to influence the customer to be loyal, the organisation should have a standard price, have a higher quality of the product, provide good customer service so the customer behaviour also will always show a good reference to the organisation.

Based on Wu & Li (2018), customer behaviour explains that the customer will recommend the brand to someone that seek their advice. The customer will always ask about the product to someone that already bought the product either it's good or not. So in order, to make customer behaviour will influence customer loyalty is the organisation should show a good product to the customer to influence the customer to be loyal. Moreover, the customer will not switch to a competitor even

though the customer has a problem with the product or service of the organisation. So, this show if the organisation provide a good service to the customer it can influence the customer to be loyal.

Pugazhenth (2016) said that the customer will have a positive emotional relation to the product that they chose and they feel too attached to it. This explains that the customer always has a positive emotion when they want to purchase a mobile phone. Even though, the other customer gives a negative comment or give a bad review of that product but they still want to be attached to that particular product since they know how the good product is. Because of this, also can extend the customer behaviour that will influence the customer to be loyal.

## **Conclusion**

The study conducted has noteworthy implications from a theoretical standpoint. This study will hopefully add a lot to the existing knowledge. It has further contributed to the existing literature of price of product, quality of product, customer service and customer behaviour. Although this study has also depended upon the past researches on the similar matter to have the clear understanding of independent variables as well as the dependent variable, this study could guide other students to have a base understanding of the price of product, quality of product, customer service and customer behaviour towards customer loyalty.

The research will also help in covering the literature gap to make more strong in the impacts of the price of product, quality of product, customer service and customer behaviour towards customer loyalty. The customer loyalty is the main contributor to the economy too as discussed in chapter one. Moreover, some of the researches that how transformational leadership style influence performance of employees have been conducted in other parts of Pakistan in different sectors. The present study covers a wide range of essentials that how each dimension affects customer loyalty. Along with that, the study will help the organisation to recognise the impacts price of product, quality of product, customer service and customer behaviour towards customer loyalty. Which eventually will lead to the achievement of the strategic goals and tasks defined by the organisation. Lastly, this study may theoretically guide the organisations on choosing the factors to mitigate the issues with the price of the product, quality of product, customer service and customer behaviour towards customer loyalty.

## **Recommendations**

The recommendation for the organisation to make the customer stay loyal is the organisation should have steady low prices or price fairness with the higher quality of the product. If the organisation offer the low prices to the customer it will give a benefit to the organisation because they have potential to make the customer stay loyal to them and still purchase the product even though the price increases. Next, the organisation should produce the product with good or higher quality to ensure that customer is satisfied when they use the product. The product quality is important it is because the customer wants to use the product in long term.

Furthermore, the organisation should provide a good service to the customer to make the customer stay loyal to their organisation and the product. The customer will choose the organisation that gives them a good service because they feel the organisation can fulfil all their request or requirement. Also, the organisation should take care of all the customer because the customer behaviour is one of the variables that can make the customer stay loyal. Customer will have different behaviour so the organisation should know so that in the future they can enhance the services to make the behaviour of the customer always positive to their product.

Some of the factors that are advisable for future research areas illustrated as the researchers should know that possession of the mobile phone is high among students. It is significant for the producers to fabricate easily to use cell phones to contact the general population of the essential degree of understudies too. They should give more consideration regarding after deals administrations. The administration focuses ought to have the option to complete quick fixes. Since the larger part of the Mobile phone are females, it is recommended to create alluring and in vogue models of mobile phone exceptionally to the females.

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