

Customer Satisfaction and Loyalty to Small Township Retail Stores in Mankweng, Limpopo Province, South Africa

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ABSTRACT The study investigates customer satisfaction and customer loyalty to small retail stores that are located close to big retail stores. Data collecting was done through convenience sampling using self-administered questionnaires. Data was analysed through univariate analysis. The results indicated that perceptions of customer satisfaction are lower than the expectations. The respondents indicated their intention to make repeat purchases and also recommend the stores to friends and family indicating customer loyalty. The presence of big retail stores impacts negatively on the loyalty to small retail stores. Recommendations to improve customer satisfaction and loyalty are suggested.