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# A Study on Customer Satisfaction and Brand Perception towards Sparkenzy.Com

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## I. INTRODUCTION

Customer satisfaction and brand perception are two of the most decisive drivers of sustainable growth in digital commerce. As consumers face an abundance of choices and near-zero switching costs, their evaluations of a brand formed through product quality, price fairness, website usability, delivery reliability, and support responsiveness shape both repeat purchase behaviour and word-of-mouth advocacy. For Sparkenzy.com, an e-commerce platform competing in a fast-moving marketplace, understanding how customers feel and think about the brand is essential to prioritizing investments that elevate the end-to-end experience.

This study examines customer satisfaction with Sparkenzy.com across the full journey from search and product discovery to checkout, fulfilment, and after-sales service and explores how those touchpoints translate into brand perceptions such as trust, value, innovation, and reliability. By analysing customers' functional outcomes alongside emotional responses, the research seeks to reveal which interactions most strongly influence overall satisfaction and brand meaning.

Beyond capturing a snapshot of current sentiment, the report aims to identify the gaps between customer expectations and perceived performance. It investigates how factors like product assortment, pricing transparency, site performance, delivery timelines, packaging quality, and problem resolution impact both immediate satisfaction and longer-term brand equity. Particular attention is given to the roles of reviews, social proof, and service recovery, which can amplify or repair perceptions at critical moments of truth.

Methodologically, the study can combine quantitative surveys with qualitative inputs from interviews or open-ended feedback. Where available, operational metrics such as conversion rate, return rate, ticket resolution time, and repeat purchase frequency will complement self-reported data, enabling a more holistic diagnosis of experience and brand health.

The findings will equip Sparkenzy.com's leadership with actionable priorities: which pain points to fix first, which delights to scale, and how to position the brand more distinctly in the minds of target segments.

Ultimately, strengthening customer satisfaction and sharpening brand perception should reinforce loyalty, reduce acquisition costs through advocacy, and create a durable competitive advantage for Sparkenzy.com.

## II. STATEMENT OF THE PROBLEM

Sparkenzy.com faces challenges in fully understanding the drivers of customer satisfaction and how these elements influence overall brand perception. Despite offering a broad range of products and services, there is insufficient insight into which aspects of the customer journey from product discovery to post-purchase interactions have the most significant impact on customer satisfaction. This gap in understanding hinders Sparkenzy.com's ability to accurately prioritize improvements and enhancements that would foster customer loyalty and strengthen brand equity.

The company lacks a comprehensive measurement of how customers perceive key brand attributes such as trust, value, reliability, and innovation. Without clear insights into these perceptions, Sparkenzy.com risks misaligning its offerings with customer expectations, potentially damaging its competitive position in the market. This lack of actionable data also prevents the company from identifying and addressing areas of dissatisfaction that could lead to churn or negative word-of-mouth. Therefore, there is a need for a detailed examination of customer satisfaction and brand perception in order to inform strategic decisions and improve customer experience.

## III. SCOPE OF THE STUDY

This study focuses on assessing customer satisfaction and brand perception towards Sparkenzy.com, examining the experiences of customers who have interacted with the platform. It covers the entire customer journey, from initial product discovery and website navigation to the checkout process, delivery, and post-purchase support. By doing so, the study provides a comprehensive analysis of the touchpoints that most significantly impact customer satisfaction and how these experiences influence overall brand perception.

The research will evaluate both functional factors, such as product availability, website usability, and delivery reliability, alongside emotional elements like trust, confidence in the brand, and responsiveness of customer service. Customer feedback will be gathered through surveys, interviews, and relevant operational data such as purchase frequency, return rates, and customer support interactions. By segmenting the results based on customer demographics and experience levels, the study seeks to uncover patterns in satisfaction across different customer segments.

While the study will primarily focus on customer experience within Sparkenzy.com's control, it will also take into account external factors such as customer reviews and third-party delivery services that could influence brand perception. However, it will not analyse competitors or external market conditions, keeping the focus on Sparkenzy.com's internal operations and direct customer experiences. The ultimate aim is to provide actionable insights to help Sparkenzy.com enhance its service offerings, improve customer loyalty, and strengthen brand perception.

#### IV. REVIEW OF LITERATURE

*Nikhashemi, S. R., Tarofder, A. K., Gaur, S. S., & Haque, A. (2016)* examined the role of perceived value of the store brand in the relationship between store attributes and customer brand loyalty among hypermarket shoppers in metropolitan Kuala Lumpur, Malaysia. Using a self-administered questionnaire, data were collected from 418 customers of Tesco, Aeon Big, Mydin, and Giant, and analysed through Structural Equation Modelling (SEM). The results showed that store attributes have both direct and indirect effects on store brand loyalty, as they directly influence customers perceived value and loyalty, while perceived value also mediates the relationship between store attributes and loyalty.

*Awan, A. G., & Rehman, A. U. (2014)* investigated the impact of customer satisfaction on brand loyalty for durable goods. Customer satisfaction and brand loyalty were recognized as key marketing goals for many companies, with marketing professionals viewing loyalty as a multidimensional concept. Despite prior research showing that satisfaction had a significant positive effect on brand loyalty and that repeated purchases of the same brand contributed to long-term business profitability, this study further explored the relationship using primary data.

A structured questionnaire survey was conducted among 300 middle-class households and business people. The findings revealed that customer satisfaction was a significant factor influencing brand loyalty in the context of durable goods.

*Mbango, P. (2018)* examined the associations between satisfaction, commitment, and repurchase intention of branded products from the perspective of customers in the Gauteng Province of South Africa. Guided by the Social Exchange Theory, the research collected data from 268 users of branded products using purposive and convenient sampling techniques. Structural Equation Modelling (SEM) with Smart PLS version 3.0 was employed for data analysis. The findings revealed that normative commitment was an important driver of customer satisfaction, while calculative commitment had a stronger influence on repurchase intention. These results carry significant implications for relationship managers, brand managers, and researchers, emphasizing the importance of considering service evaluation and interactive commitment as multidimensional constructs in predicting customer repurchase behaviour.

*Azizan, N. S., & Yusri, M. M. (2019)* examined the influence of customer satisfaction, brand trust, and brand image on customer loyalty within the branded computer product industry in Malaysia. A comprehensive literature review was conducted to understand the industry's past, present, and future dynamics, as well as to clarify the relationships among the independent and dependent variables. Data were collected through an online survey using Google Forms among 269 postgraduate students from the School of Business Management, Universiti Utara Malaysia. The survey responses, organized into six sections, were analyzed using SPSS. The results indicated that customer satisfaction, brand trust, and brand image all had positive and significant effects on customer loyalty. The study concluded that the long-term success and sustainable reputation of branded computer product companies relied heavily on fostering strong customer loyalty.

*Andik, S. D. S., & Fitri Rachma, A. (2022)* examined the effects of brand awareness, brand association, and perceived quality on brand loyalty for new product developments, using Yobrow, a food brand, as a case study. Data were collected through an online questionnaire completed by 30 respondents, focusing on aspects of food brand equity. The analysis involved linear and multiple regression tests conducted using SPSS software.

The results revealed that perceived quality had a significant positive influence on brand loyalty, along with brand awareness and brand association, which also collectively affected brand loyalty. The findings highlighted that consumers evaluate a product's perceived quality based on their subjective judgments, and that higher perceived quality enhances brand loyalty toward the product.

*Upamannyu, N. K., & Bhakar, S. S. (2014)* investigated the effect of customer satisfaction on brand image and loyalty intention, both directly and indirectly, using a hypothetical model for the cosmetic brand Fair & Lovely in Gwalior, Madhya Pradesh, India. Measurement scales were standardized to suit the study's objectives, and exploratory factor analysis was employed to identify relevant factors for all variables. Structural Equation Modelling (SEM) was conducted using AMOS 16 for data analysis. Based on responses from 250 participants, the results indicated a strong relationship between customer satisfaction and brand image, as well as between brand image and loyalty intention. However, the direct relationship between customer satisfaction and loyalty intention was comparatively weaker, while the indirect relationship through brand image was found to be very strong. The study also highlighted that brand image benefits comprising functional, social, symbolic, experiential, and appearance enhancement aspects play a crucial role in influencing loyalty. Overall, the findings suggested that marketers should emphasize strengthening brand image benefits to enhance customer loyalty.

*Başer, İ., Cıntamir, İ., & Arslan, F. (2015)* examined the direct and indirect effects of brand experience on consumer satisfaction, brand trust, and brand loyalty. Data were collected through face-to-face interviews using a structured survey administered to consumers of four different brands across various product categories. Using a convenience sampling method, 1,200 respondents were approached, and 1,102 valid responses were analyzed through Structural Equation Modelling (SEM). The findings revealed that brand experience had a direct and positive influence on consumer satisfaction, brand trust, and brand loyalty. Additionally, brand experience indirectly affected brand loyalty through both consumer satisfaction and brand trust, with its effect on satisfaction and trust being stronger than its direct effect on loyalty. However, when considering total effects, brand experience demonstrated a greater overall impact on brand loyalty than the combined effects of consumer satisfaction and brand trust. The study emphasized that brand experience plays a crucial role in shaping consumer trust and loyalty, both directly and through the mediating roles of satisfaction and trust.

*Shukla, P. (2004)* addressed the effects of product usage, derived satisfaction, and brand switching behaviour across five product categories—vehicles, televisions, soap, hair oil, and ice cream in the Indian marketplace. Using cluster analysis, it examined how satisfaction, usage patterns, and product involvement influence switching behaviour. Results showed that product usage and satisfaction alone could not fully explain brand switching. Product involvement had a moderate effect on customers' readiness to switch brands. The study highlighted the need for marketers to monitor product usage, satisfaction, and involvement levels to reduce brand switching.

*Araújo, J., Pereira, I. V., & Santos, J. D. (2023)* examined the effect of corporate social responsibility (CSR) on brand image, brand equity, and its impact on consumer satisfaction. A quantitative approach was used, with an online questionnaire distributed to individuals who purchased products with CSR initiatives during the pandemic. Data were analysed through Smart PLS using Structural Equation Modelling. The findings revealed that CSR initiatives positively impact consumer satisfaction indirectly through brand image and brand equity. While brand image and brand equity improve with CSR actions, consumer satisfaction was not directly influenced by CSR. The study also found that the impact of CSR on brand image was greater for men, while its effect on brand equity was more significant for regular consumers.

## V. OBJECTIVES OF THE STUDY

- ❖ To evaluate the overall satisfaction levels of customers using Sparkenzy.
- ❖ To assess the perception of Sparkenzy brand image among its target audience.
- ❖ To identify key factors influencing customer loyalty and repeat purchases.
- ❖ To analyse the effectiveness of Sparkenzy customer service and support.
- ❖ To explore how marketing and branding strategies affect customer perception.
- ❖ To provide suggestions for improving customer satisfaction and brand positioning.

## VI. RESEARCH METHODOLOGY

*Research Type: Descriptive*

*Data Collection*

*Primary Data:* Primary data were collected through structured interviews, surveys, and questionnaires administered to consumers who have purchased or interacted with Sparkenzy.com.

*Secondary Data:* Secondary data were gathered from various internal and external sources. These included operational data from Sparkenzy.com, market research reports, industry publications, and relevant consumer behaviour studies. Sampling Type: Stratified Random Sampling

*Sampling Universe:* The sampling universe for this research consisted of online consumers who have either purchased from or interacted with Sparkenzy.com in the past 12 months.

*Sample Size:* 150 respondents

*Statistical Tools Used:* percentage Analysis, One-way Anova

VII. LIMITATIONS OF THE STUDY

- ❖ The sample size is limited.
- ❖ The research exclusively targets consumers who have made purchases or interacted with Sparkenzy.com.
- ❖ The study relies predominantly on self-reported data through online surveys or questionnaires.
- ❖ Respondents' familiarity with Sparkenzy.com may vary significantly.
- ❖ The study primarily anchors on customer-centric theories.

VIII. DATA ANALYSIS AND INTERPRETATION

*Percentage Analysis*

Variables	Particulars	Frequency	Percent
Gender	Male	64	42.7
	Female	86	57.3
Age group	Under 18	34	22.7
	18–24	36	24.0
	25–34	32	21.3
	35–44	31	20.7
	45 and above	17	11.3
Location/City	North Region	24	16.0
	South Region	39	26.0
	East Region	24	16.0
	West Region	29	19.3
	Outside Country	34	22.7
How long have you been a Sparkenzy customer	Less than 6 months	38	25.3
	6 months – 1 year	47	31.3
	1–3 years	33	22.0
	Over 3 years	32	21.3
How frequently do you purchase from Sparkenzy	Once a month or less	60	40.0
	2–3 times a month	45	30.0
	Rarely	45	30.0
Which feature	Product quality	30	20.0

do you value most about Sparkenzy	Price	37	24.7
	Customer service	44	29.3
	Brand reputation	23	15.3
	Promotions/discounts	16	10.7
Which area do you think needs the most improvement	Product quality	19	12.7
	Price	32	21.3
	Delivery speed	47	31.3
	Customer service	23	15.3
How would you describe Sparkenzy's brand personality	Product variety	29	19.3
	Modern & innovative	31	20.7
	Affordable & practical	41	27.3
	Luxury & premium	37	24.7
	Friendly & approachable	10	6.7
Which words best describe Sparkenzy to you	Other	31	20.7
	Trustworthy	26	17.3
	Innovative	33	22.0
	Affordable	42	28.0
	Premium	14	9.3
How did you first hear about Sparkenzy	Customer-friendly	13	8.7
	Social media	28	18.7
	Word of mouth	41	27.3
	Online ads	54	36.0
	In-store promotions	17	11.3
	Other	10	6.7
	Total	150	100.0

A total of 150 respondents participated in the survey. In terms of gender distribution, 42.7% were male, while 57.3% were female. The age distribution revealed a varied range of participants: 22.7% were under 18 years old, 24% were aged 18–24, 21.3% were in the 25–34 age group, 20.7% were in the 35–44 age group, and 11.3% were 45 or older. Regarding location, the largest proportion of respondents resided in the South Region (26%), followed by those living outside the country 22.7% and the West Region 19.3%. Both the North and East Regions accounted for 16% each.

The majority of Sparkenzy customers had been using the service for 6 months to 1 year 31.3%, followed closely by those who had been customers for less than 6 months 25.3%. Smaller portions of customers had been with Sparkenzy for 1–3 years 22% or over 3 years 21.3%. When it came to purchase frequency, the largest segment of customers 40% bought from Sparkenzy once a month or less, while 30% purchased 2–3 times a month and another 30% purchased rarely.

The most valued feature of Sparkenzy was customer service 29.3%, followed by price 24.7% and product quality 20%. These top three features accounted for over 74% of the responses, highlighting that customers prioritize service experience, affordability, and product quality. In terms of areas needing improvement, the majority of respondents 31.3% felt that delivery speed required the most improvement, followed by price 21.3% and product variety 19.3%. Product quality 12.7% and customer service 15.3% were viewed as less critical areas for improvement.

Regarding Sparkenzy's brand personality, the most common description was affordable and practical 27.3%, followed by luxury and premium 24.7% and modern and innovative 20.7%. Fewer respondents described the brand as friendly and approachable 6.7%, with 20.7% selecting other as their description. The word most frequently used to describe Sparkenzy was affordable 28%, followed by innovative 22% and trustworthy 17.3%. Fewer respondents described Sparkenzy as premium 9.3% or customer-friendly 8.7%. Lastly, the most common way respondents first heard about Sparkenzy was through online ads 36%, followed by word of mouth 27.3% and social media 18.7%. Fewer respondents learned about Sparkenzy through in-store promotions 11.3% or other sources 6.7%.

#### IX. SUGGESTIONS

- ❖ Sparkenzy.com might consider expanding its customer support options, including live chat or AI-powered assistants, to address customer queries more efficiently.
- ❖ The website should be optimized for a more seamless user experience, especially for mobile users.
- ❖ Sparkenzy.com could implement personalized product recommendations based on browsing or purchase history.
- ❖ Delivery speed and reliability should be prioritized, as these are key factors in customer satisfaction.
- ❖ To enhance brand perception, Sparkenzy.com should provide clearer product information, pricing breakdowns, and shipping policies.
- ❖ Sparkenzy.com might create a formal feedback loop, such as post-purchase surveys or follow-up emails, to collect customer insights.
- ❖ Sparkenzy.com should encourage customers to leave reviews and ratings, especially for high-value or popular items.
- ❖ Sparkenzy.com should ensure that its customer service team is well-trained in resolving issues quickly and fairly.

- ❖ To foster brand loyalty, Sparkenzy.com *might* consider implementing a rewards program or offering exclusive discounts for repeat customers.
- ❖ The unboxing experience *should* reflect the brand's quality, with well-designed and eco-friendly packaging.

#### X. CONCLUSION

Enhancing customer satisfaction and brand perception for Sparkenzy.com involves a multifaceted approach that prioritizes seamless user experiences, transparent communication, and personalized interactions. The company should focus on optimizing every stage of the customer journey from product discovery and checkout to post-purchase support and problem resolution. By improving website usability, offering more payment options, and ensuring reliable delivery, Sparkenzy.com can meet and exceed customer expectations, ultimately strengthening both satisfaction and brand loyalty. Additionally, leveraging customer feedback, responding proactively to negative reviews, and building a strong emotional connection with customers will reinforce a positive brand image and cultivate long-term relationships.

Moreover, Sparkenzy.com might consider adopting strategies such as personalized marketing, enhanced packaging, and sustainable practices to further differentiate the brand in a competitive market. By offering exclusive products, engaging with customers on social media, and ensuring consistent branding across all platforms, Sparkenzy.com can build a distinct and trusted brand identity. Ultimately, improving customer satisfaction and brand perception could lead to increased customer retention, greater advocacy, and a stronger competitive position in the e-commerce industry. Consistently aligning with customer needs and expectations will be key to sustaining success and ensuring long-term growth.

Sparkenzy.com *may* need to regularly assess and adapt to evolving customer needs and preferences, especially in a fast-changing market.

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