**3Introduction**

With the growing competition induced in almost all the product categories by the virtue of liberalization and globalization, a major question which almost all the marketers are facing is how to maintain and retain customer base to effectively support the operations of the organization. This has become rather a very challenging question keeping in view the huge range of product variety available with the customer and the limited resources available with the marketing managers. Managing all this hence becomes tough in view of the fierce competition. In all this situation the brand value of the organization plays a very important rather crucial role to help organizations survive and grow. The brand value of an organization is believed to be created out of satisfied customers and leads to loyal customers who ensure revenues even in tough times. This paper aims to empirically develop an understanding with regard to the levels of customer satisfaction among the customers of electronic durables in the rural areas of Doaba region and the brand loyalty of these customers towards their preferred brands. The study further makes an effort to find out and analyze the possible reasons responsible for the customers who were not brand loyal.

Customers usually have in their mind a perception about product performance prior to their consumption. This perception becomes an essential and important determinant of their satisfaction after the use of the product. Kotler et al. (2015) has defined Customer Satisfaction as “a person’s feeling of pleasure or disappointment after comparing a product’s perceived performance or outcome against his/her expectations”. Customer Satisfaction hence can be regarded as an abstract phenomenon and depends upon factors like product quality and service quality associated with the product. Beard (2014) through survey of 200 senior marketing managers found that 71 per cent of them found that a customer satisfaction metric to be very useful in managing and monitoring their businesses

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