DO PERSONALIZED CUSTOMER SERVICES EFFECT CUSTOMER PERCEIVED VALUE AND BRAND LOYALTY ?

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ABSTRACT

Customer perceived value is all about customer thinking and behavior towards specific product or service while customer perception is established according to different feature of product or service such as quality, price or image of brand. However, brand loyalty is created by satisfying the customer needs as per their perception about specific brand. This research studies the effect of personalized customer services on brand loyalty with a moderating effect of customer perceived value. In this research, a detailed literature review is conducted to discuss the theoretical facts about customer perceived value and importance of brand loyalty. Then the importance and scope of customer service is also examined by focusing on major variables which are personalized customer service, brand loyalty and perceive value. Research findings indicate that there is positive relationship among personalized customer service and brand loyalty. Moreover, the moderating effect of customer perceived value on that relationship is also observed.

Keywords: Brand Loyalty, Personalized Customer Service, Perceived Value

1. INTRODUCTION

The fast-growing economy forces businesses to find new ways to keep up with the competition. Main focus of these methods is customer satisfaction. A business cannot be successful without prior approval of their products and services by customers. Companies use different techniques to increase customer satisfaction. Firms cannot generate any revenue without interest of their customers, so for a business "Customer is everything".

One most important concept discussed in this study is being customer oriented which indicates that organization should develop proper strategies to retain their customers by satisfying their needs. The customer satisfaction also increases their loyalty towards specific brands which

enhance their tendency to buy their product more than once. However, organization has to manage their customer relationship according to different market types. A personalized customer service is also an important strategy adopted by organization to manage their relationship with customers. In personalized marketing, customers are treated individually by using advanced technology such as social media marketing. Organization manages their customers very carefully in personalized marketing as they conduct both pre-sale and post-sale services. Mass customization is a type of personalized marketing, where customers are differentiated based on their collective taste and interest. In this way, organization can create a specific promotion tool to target that personalized group. Mass customization technique can also be used for product personalization which helps to create a certain product for specific group of people. Personalized customer service is one of the most effective marketing strategy. This technique makes the customer feel special. This makes the customers commit to the company and prevents them from working with other companies. This way the company reduces their risks of losing their old customers while gaining new customers by increasing customer satisfaction. In addition, satisfaction of the customers in terms of communication with customers helps to get feedback on their satisfaction, complaints and requests. Securing customer satisfaction helps the companies spread to wider audiences which is the main method of brand awareness.

Customer perception about specific product or services is also important for success of a brand. Due to large availability of products and services in market, customer analyzes these products and services based on their self-defined area which is called perceived value. Perceived value of customer about a specific product can also limit their satisfaction level, as perceived value relates to the expectation of customer from a specific product or service while satisfaction is successful achievement of these expectations.

One of the important advantage of customer satisfaction is that it creates brand loyalty which builds the trend of repeat purchase and increases business profit. Moreover, customer perceived value of a product or service is also significant for creation of brand loyalty.

In the study, after reviewing the literature, a conceptual framework is developed. Three major variables, personalized customer service, customer perceived value and brand loyalty are identified. Personalized customer service strategy bonds the company with the customer and affects the brand loyalty positively. The proposed theories stem from previous literatures and researches. The research includes personalized customer service that results with brand loyalty and customer perceived value. Therefore, it has been assumed that there is a positive relationship among personalized customer service and brand loyalty which is moderated by customer perceived value.

2. LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

Customer-oriented businesses do not aim for merely making sales or generating one-sided profits. It aims to have customers feel beneficial and to provide satisfaction and customer loyalty is possible in this manner (Dalay, 2013). Customer-oriented businesses place utmost importance on the customer and customer satisfaction and they develop their strategies accordingly. Kotler &Keller (2015) explain their customer-oriented strategy as trying to get to know the customer closely, to provide guarantee and software-hardware services along with fast and differentiated services, to offer alternative services while making the shopping experience enjoyable for the customer, to created loyal customers with loyalty programs, and to capture customer satisfaction ensuring the employee satisfaction.

Customer services involve not only presales services but also the after sale services. After sale services play an important role in the product and brand perception of the customer (Aile ve Tüketici Hizmetleri, 2011). The service usually initiates with the communication between the customer and the personnel. This potential starts with the customer's sales tendency, then continues during the purchase and is reinforced with after sales services (business.qld.gov.au). Different factors are in place changing from one customer to another when satisfaction is in question. The reason behind this is that customer perception evaluates the quality and accordingly provides the satisfaction. However, perception differs from person to person. According to Oliver, satisfaction is realized based on the customer expectations and demands (Oliver, 1997). It might be said that customer defines the quality based on his/her expectations. Customer is discontent when his/her expectations are not met while he/she is satisfied when his/her expectations are met. Recently, strategies aiming to make the customer feel special are applied along with being customer-oriented. In this context, businesses follow strategies to personalize the transactions and this kind of a personalization leads to even reinforced customer loyalty (Keller & Kotler, 2015).After sales services are differentiated while modern marketing strategies are adopted in order to allow for personalization application in customer services.

After sales services, in general, can be summed up as services offered by the business to the customer for his/her convenience which include technical support for a product and a service; guarantee, maintenance, delivery, customer services via phone, and online services. After sales services play an important role in the customer loyalty. A company needs to have a good CRM for good after sales services. After sales services play an important role in the fulfillment of customer expectations and therefore customer satisfaction. It is also very important in the way to retain the customer and reinforces the communication between the customer and the business (Irini, 2008). Nevertheless, databases play a significant role in increasing the customer satisfaction providing information about the customer which makes it possible to treat customers in an individual level (Kelley, 2000).

In a world in which options are abundant and competition is ever increasing, customers may not be retained if the business falls short on meeting the needs, demands and expectations of the customer. Thus, a business which is not able to meet the expectations will suffer customer attrition. Considering finding new customers and building customer loyalty is costlier than retaining the customers, customer attrition is an important issue for the business.

In personalized customer service, the customer is treated as an individual and everything associated with customer are handled very smoothly by the organization. However, anything that goes past the client relationship ought to be dealt with as personal data. (Buell, Campbell & Frei, 2010).

According to Peppers and Rogers (2004), there is a special association among customers and service providers, and that association can be straightforward and simple, or emotional and complicated. The main differentiator among various organization is their customer services, however due to increase in communication channel organization are facing numerous chllanges to deliver personalized customer service. For example, communication can be customized through letters, website connections, regular postal mail, other machine-intervened collaborations, and email. Moreover, service personnel also offer in-person correspondence before and after the purchase of products (Ball, Coelho & Vilares, 2006).

According to Piller and Müller (2004), mass customization can be described based on three options: Differentiation, cost and relationship

Marketing techniques are ever changing with the advanced technology and passing time. The manufacturing style which did not consider customers as individuals was the mass production. However, following this method is easier for the business, the increasing competition resulted in a drive to provide customer-specific services. After its first appearance as Customization, businesses have soon turned towards a new trend, namely Personalization. Personalization is a rather new marketing strategy. Personalization and customization are two separate concepts. In customization, the business collects information about the potential customers and manufactures in order to meet the needs and demands of the customers (Yüksel, 1999). In personalization, on the other hand, the business learns about the needs and demands of the customer through a special connection and manufactures customer-specific products accordingly (Pine et al., 1997). It can be said that customer designs what he/she wants by himself/herself. Tailor-made gifts, custom cards are examples of this practice.

Personalized marketing should focus on customers on an individual level and needs to attend to each customer individually (Keller & Kotler, 2015). The purpose of personalization is to treat each customer in a special way which can be considered as customer-specific manufacturing. Personalization allows for the flexibility to adapt to different needs of different customers.

Services are shaped based on the customer information. And it plays an important role in the customer loyalty. However, it takes a strong relationship and communication between the business and the customers. The business must be familiar with the customer and must have the required information. Databases come into play in this stage. Databases make it possible for customer-specific production (Yüksel, 1999).

According to Flint, perceived value is a person's criterization of a situation according to his/her values before making a personal decision. And these criteria are a behavioral reflection of people's desires (Flint et al., 1997). According to Doyle (2003), there are different ways to create value in marketing. First of all, the customer selects what he/she perceives as the best value among the brands. Another important point is that customers demand products and/or services in order to fulfill their emotional or economical needs and this kind of a fulfillment is about the value. The last criterion is about trying to build long-term relationships with customers (Doyle, 2003).According to its general definition, value is the difference between the money spent to meet one's needs and the benefit from that product or service purchased and it is more about the extent of benefit gained from a product or service than the fulfillment of needs and expectations and is a result of individual judgment (Karaca, 2003). Competition increases with the technology and growing markets along with the modes of competition. As customers look for more options to be made available for them, they ask for more, they ask for a better price and they ask for quality products (Tekin, 2005).Thus, it is getting harder for a business to satisfy its customers. As a result, companies are now looking to develop many strategies and to create value for the customers.

Perceived value is the judgment a customer makes considering his/her experiences (Oliver, 1997).Positive judgment is more likely with the value a business can offer to its customers and customers prefer the business that creates more value (Odabaşı & Oyman, 2002). However, it is important for the customer to make use of these values and to feel he/she gains more then he/she gives. Odabaşı (2000) emphasizes the importance of the identification of customer compromise points along with the demands of the customer. Customers will not respond favorably if they are required to compromise and make an effort in exchange for the value they obtain and this does not contribute to the creation of perception. Value is created when the business produces value while bringing down the factors which require a compromise from the customer. Nonetheless, these values need to be meaningful for the customer otherwise the efforts will be futile (Odabaşı, 2000).

In a time in which products are easily accessible, products and services are similar, products are inexpensive, customer expectations are rising while differentiation is even harder, and product options are increasing in the face of advanced technology, it is important for the businesses which want to survive the competition to focus on marketing strategies as customers can access

any service. The main purpose of these strategies is to retain the customer and build brand loyalty. Dick and Basu suggested that brand loyalty is about the efficient management method in the competitive new world (Dick & Basu, 1994).Loyalty is defined as faithfulness to commitments or obligations and devotion(TDK).Brand loyalty, on the other hand, has a behavioral aspect and is the tendency and decision of the customer to repurchase from the same business (Solomon et al., 2006). Jacoby defines brand loyalty as the increased value customers place on brands in time and the preference of the customer (Jakoby, 1971). It is important to interpret three main factors which play an important role in the creation of brand loyalty, namely, perceived value, service quality and customer satisfaction.

The tendency to value something, as mentioned by Jacoby, is about the benefits customers gain or, briefly, is about the satisfaction. Karaca (2003) suggested that customer satisfaction is one of the important criteria for the brand loyalty creation. In other words, customers who enjoy the products and services a business has to offer and as a result who are satisfied become loyal (Oliver, 1999). Therefore, it would not be say that brand loyalty is created as a result of satisfaction. Taylor and Baker (1994) reported that customers tend to repurchase the products that they enjoy. Accordingly, customers will return to a business in order to use the products they enjoy, the products which satisfy them. And this repeating pattern of purchase will create brand loyalty. Customer satisfaction is also about fulfillment of customer expectations and behavioral expression and the satisfaction experience gives information about the future customer behavior which can be interpreted as recommendations or dispraise for the business (Oliver, 1997).Loyal customers tend to recommend the brad in order for others to have the satisfaction they had and contribute to the brand recognition making it possible for the company to win customers. Dissatisfaction and not being loyal to a brand, on the other hand, may affect the purchase decision of potential customers adversely as a result of brand dispraise.

Considering the satisfaction-value relationship which is mentioned above, it will be suitable to address the effect of value in brand loyalty creation. Alagöz et al. (2004) suggested that perceived value is about what customer receives from a business and associated this value with the technical support, service specifications and physical outcomes. In case of failure to create value or failure to have it at a desired level will affect the customer's preference of the business. Therefore, creation of perceived value is significant for the brand loyalty. Gronroos established the perceived service quality in hiss service quality model based on the brand image, expected service and perceived service (Gronroos, 1984).The expected service element of this model can be associated with the customer satisfaction. It is possible for a business to comprehend an adverse situation which is resulting in dissatisfaction or that they are not able to satisfy the customer based on the customer loss, no repeated purchases, in other words, reduced brand loyalty and can take the necessary measures. At this stage, strategies which will facilitate brand loyalty in order to differentiate the business from its competitors and retain the customer gain

prominence. Another important point is the need to create the ideal brand image and to sustain that image. A business needs to be aware of its image and to serve for the needs and expectations of its customers and must make an effort for its customers to notice this situation. Because, such a perception also serves for the perceived services element of the model. These steps pave the way for brand loyalty creation through perceived value and customer satisfaction.

Another strategy for brand loyalty creation is offering quality services to the customers. Zeithalm et al. suggested that service quality affects the brand loyalty and that it results in lowered price sensitivity, reduced amounts of complaints and elimination of the need for looking for other businesses (Zeithaml et al., 1996).However, the concept of quality differs from person to person as customers show individual differences and as each person has different expectations. Therefore, customer services stand out as the best method a business might apply. Especially personalized customer services are able to adapt to different customer natures and able to meet the expectations of the customers to the fullest. Customer relations are critical for a business in terms of competitive advantage. As mentioned before, customer relations methods are also used for the presentation of customer services. According to this method, a business creates databases in order to familiarize with the customer base and to identify their purchasing behaviors. With the information obtained from this data, a business is able to better analyze the needs, expectations, complaints and satisfaction of the customer in order to offer better services. This kind of a service presentation allows for a connection between the business and the customer and facilitates value sharing. Howard Schultz also suggested that people become more loyal to a company as they share some values with that company and supported the association between sharing values and brand loyalty (Schultz & Gordon, 2011). As the customer feels more connected to the business, his/her brand loyalty will be influenced accordingly. These processes result in increased customer satisfaction leading to the brand loyalty creation. Considering the service aspect of this process, one can observe two types of brand loyalty, namely, individual and corporate. Individual brand loyalty is built for the staff who delivers the services while corporate brand loyalty is built for the business in general. Individual brand loyalty is effective in terms of comfort, increased brand loyalty and satisfaction. However, in case of a resignation of the relevant after the creation of individual brand loyalty, corporate brand loyalty is also affected as the customer may terminate his/her relationship with the business (Villas, 2004).

After reviewing the extensive literature on the subject matter, follwoing conceptual framework is developed.
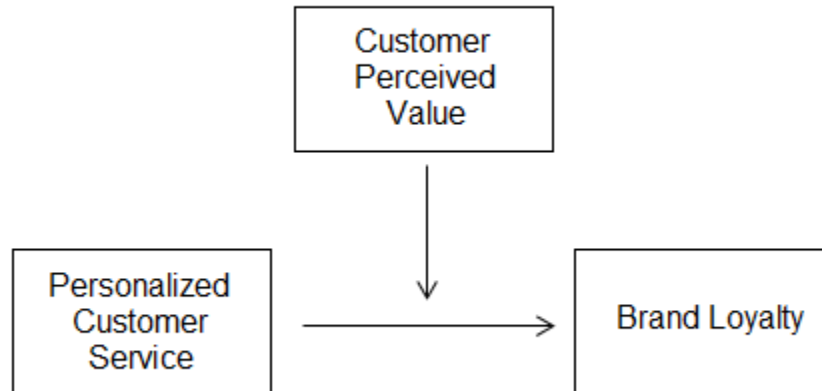
Figure 1: Conceptual Framework

H1: There is a positive relationship between personalized customer services and customer perceived value.

H2: There is a positive relationship between personalised customer services and brand loyalty.

H3: Customer perceived value moderstes the relationship of personalized customer services and brand loyalty.

3. RESEARCH METHODOLOGY AND FINDINGS

A structured questionnaire was developed to gather data from respondents. A survey method was used to collect data from the respondents by using printed questionnaire and the data collected have been tested with SPSS 19 software

Statistical frequency distribution of demographic variables can be seen in Table 1:

Table 1: Statistical Frequency Distribution of Demographic Variables

		Age	Marital Status	Income Level	Gender	Educational Level	Employment Status
N	Valid	97	97	97	97	97	97
	Missing	0	0	0	0	0	0
Mean		2.0515	1.0412	2.7010	.588	5.8660	3.3402
Mode		2.00	1.00	3.00	1.0	6.00	4.00
Minimum		2.00	1.00	1.00	.0	2.00	1.00
Maximum		3.00	2.00	5.00	1.0	7.00	4.00
Sum		199.00	101.00	262.00	57.0	569.00	324.00

The basic tool for assessing the normality of data is descriptive statistics. Table 2 shows the descriptive statistical distribution of variables and states that the mean and standard deviation value is not very large which means there are no extreme values and data of survey is normal and similarly the value of skewness and kurtosis lies between the ranges.

Table 2: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
PV	97	1.00	4.73	1.8950	.58554	1.402	.245	4.669	.485
BL	97	1.00	4.27	2.0084	.52553	1.008	.245	2.566	.485
MOD	97	1.00	4.40	1.9216	.53526	.996	.245	3.525	.485
Valid N	97								

Table 3 shows the regression model summary of relationship between personalized customer service (represented in the model as 'PV') and customer perceived value (represented in the

model as 'MOD'). The value of R square represents that 46.1% variation in the model is caused by the independent variable; personalized customer service.

Table 3: Regression Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.679[a]	.461	.455	.39518	1.813

a. Predictors: (Constant), PV
b. Dependent Variable: MOD

Anova model is used in regression analysis when there is only one dependent variable and regression is linear. It is used to assess the fitness of model. Table 4 shows the f-statistics value of 81.126 which is significant at 0.000 level of significance so the model is considered fit.

Table 4: Anova Model for Regression Analysis

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	12.669	1	12.669	81.126	.000[a]
	Residual	14.836	95	.156		
	Total	27.505	96			

Table 5 shows that the beta value among dependent and independent variable is 0.679, which means 1 unit change in personalized customer service shows 0.68 change in customer perceived value. It is a high value and shows a strong relationship among the variables. T-statistics value is 9.007 for independent variable and it is significant at 0.000 level of significance. On the basis of significant results of regression analysis, the H1 hypothesis is accepted which means there is a positive relationship between personalized customer value and customer perceived value. These results are in accordance with the finding of Liang et al. (2009) and Coelho & Henseler (2012). It means the customer perceived value of the business is greater when the customers are satisfied by the service and they are getting their preferred goods and services.

Table 5: Coefficients of Model for Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.746	.137		5.463	.000
	PV	.620	.069	.679	9.007	.000

a. Dependent Variable: MOD

Table 6 shows the regression model summary of relationship between personalized customer service (represented in the model as 'PV') and brand loyalty (represented in the model as 'BL'). The value of R square represents that 52.6% variation in the model is caused by the independent variable; personalized customer service.

Table 6: Regression Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.725[a]	.526	.521	.36372	1.623

a. Predictors: (Constant), PV
b. Dependent Variable: BL

Table 7 shows the f-statistics value of 105.413 which is significant at 0.000 level of significance so the model is considered fit.

Table 7: Anova Model for Regression Analysis

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	13.946	1	13.946	105.413	.000[a]
	Residual	12.568	95	.132		
	Total	26.514	96			

Table 8 shows that the beta value among dependent and independent variable is 0.725, which means 1 unit change in personalized customer service shows 0.73 change in customer perceived value. It is a high value and shows a strong relationship among the variables. T-statistics value is 10.267 for independent variable and it is significant at 0.000 level of significance. On the basis of significant results of regression analysis, the H2 hypothesis is accepted which means there is a positive relationship between personalized customer value and brand loyalty. These results are in accordance with the finding of Gesenhues (2013) and Coelho & Henseler (2012). It means

personalized customer service is important to increase brand loyalty of customers as they mostly choose that organizations which are offering option of personalized customer experience.

Table 8: Coefficients of Model for Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.775	.126		6.165	.000
	PV	.651	.063	.725	10.267	.000

a. Dependent Variable: BL

Table 9 shows the regression model summary of customer perceived value as a moderating variable among personalized customer service and brand loyalty using the standardized value. The change in R square is 7.4% which is calculated by subtracting R^2_1 from R^2_2. It means the moderating variable customer perceived value is bringing 7.4% change in the model.

Table 9: Regression Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.725[a]	.526	.521	.69210536
2	.781[b]	.610	.602	.63077250

a. Predictors: (Constant), Zscore(PV)

b. Predictors: (Constant), Zscore(PV), Zscore(MOD)

Table 10 shows the f-statistics value of 105.413 for model 1 which is significant at 0.000 level of significance so the model is considered fit. F-statistics value of 73.641 for model 2 which is significant at 0.000 level of significance so the model is considered fit.

Table 10: Anova Model for Regression Analysis

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	50.494	1	50.494	105.413	.000[a]
	Residual	45.506	95	.479		
	Total	96.000	96			
2	Regression	58.600	2	29.300	73.641	.000[b]
	Residual	37.400	94	.398		
	Total	96.000	96			

a. Predictors: (Constant), Zscore (PV)
b. Predictors: (Constant), Zscore (PV), Zscore (MOD)
c. Dependent Variable: Zscore (BL)

Table 11 shows that the beta value among dependent and independent variable is 0.725, which means 1 unit change in personalized customer service shows 0.73 change in customer perceived value. It is a high value and shows a strong relationship among the variables. T-statistics value is 10.267 for independent variable and it is significant at 0.000 level of significance. The beta value among dependent and independent variable when moderator moderates the relationship among them is 0.725, which means 1 unit change in personalized customer service shows 0.73 change in customer perceived value. It is a high value and shows a strong relationship among the variables. T-statistics value is 10.267 for independent variable and it is significant at 0.000 level of significance. The beta value among dependent and independent variable when moderator moderates the relationship among them is 0.457, which means 1 unit change in personalized customer service shows 0.46 change in brand loyalty when there is effect of moderator in the model. It is a high value and shows a strong relationship among the variables. T-statistics value is 5.210 for independent variable and it is significant at 0.000 level of significance. The beta value among moderating and independent variable is 0.396, which means 1 unit change in customer perceived value shows 0.40 change in brand loyalty. It is a high value and shows a strong relationship among the variables. T-statistics value is 4.514 for independent variable and it is significant at 0.000 level of significance.

On the basis of significant results of regression analysis, the H3 hypothesis is accepted which means customer perceived value moderates the relationship among personalized customer service and brand loyalty. These results are in accordance with the finding of Mackevičiūtė (2013). It means personalized customer service is important to increase brand loyalty of customers as considering the perceived value of customer as they mostly choose that organizations which are offering option of personalized customer experience.

Table 11: Coefficients of Model for Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.512E-16	.070		.000	1.000
	Zscore(PV)	.725	.071	.725	10.267	.000
2	(Constant)	-1.497E-16	.064		.000	1.000
	Zscore(PV)	.457	.088	.457	5.210	.000
	Zscore(MOD)	.396	.088	.396	4.514	.000

a. Dependent Variable: Zscore(BL)

The table 12 shows that there is a strong correlation among personalized customer service, brand loyalty and customer perceived value. The value are significant at 1% level of significance.

Table 12: Correlation Analysis

		PV	BL	MOD
PV	Pearson Correlation	1	.725[**]	.679[**]
	Sig. (2-tailed)		.000	.000
	N	97	97	97
BL	Pearson Correlation	.725[**]	1	.706[**]
	Sig. (2-tailed)	.000		.000
	N	97	97	97
MOD	Pearson Correlation	.679[**]	.706[**]	1
	Sig. (2-tailed)	.000	.000	
	N	97	97	97

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

4. CONCLUSIONS AND LIMITATIONS OF THE STUDY

In advanced business world, personalized customer service are important for the success of any organization as it bonds the company with the customer and affects the brand loyalty positively. The main objective of the research was to conduct a comprehensive research study and develop a research model to test the effect of personalized customer service on customer perceived value and brand loyalty. A detailed literature review was done to discuss the major variables of the

study and at the end a conceptual frame work was developed. The research hypothesis are also established according to that conceptual framework based on the existing literature.

A quantitative research approach was developed to test these hypothesis and questionnaire was used as research instrument to collect data. In order to get responses, a small survey in university was gathered. The collected data was analyzed by using SPSS. Different statistical analysis were done to discuss the research findings such as descriptive statistics, demographic analysis, correlation matrix and regression analysis. The findings of the research study indicates that there is a moderating impact of customer perceived value on the relationship of personalized customer services and brand loyalty as all three hypothesese are accepted.

Brands which have more personal interaction with their customers are performing well. Customer service is always more effective when humanity is involved while personalization is all about adding choice to customer value by providing them best human interaction. Humanized and personalized connection are always preferred by customers because they want an actual person talk which can understand their perspective. Customer perceived value about business is higher when the customers are satisfied and they are getting what they want. The objective of first hypothesis is to measure the emotional effect of personalized customer services on the perceived value of customer.

Customer decisions have less reliance on brand loyalty and more reliance on personalized customer service. So, personalized customer service is important to increase brand loyalty of customers as they mostly choose that organizations which are offering option of personalized customer experience. It is important to deliver personalized services according to customer requirement. The knowledge of customer expectation is extremely important to deliver personalized services which can increase the brand loyalty. The purpose of second hypothesis to examine the association between personalized customer service and brand loyalty.

Recent studies on personalized customer services and customer loyalty show that customer perceived value has a moderating impact on their relationship. Therefore, organization are determined to provide more than just core products and services in order to enhance customer perceived value and band loyalty. In competitive marketplace, the main task of every organization is to deliver superior value to its customers by increasing the perceived value about specific brand they are offering. Higher perceived value can be achieved by offering personalized customer services which may lead towards higher brand loyalty. The purpose to third hypothesis is to analyze the moderation role of customer perceived value in identification of relationship between personalized customer service and brand loyalty.

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