Title of Article: Corporate Image: A Strategy For Enhancing Customer Loyalty And Profitability.

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Abstract: Organizations nowadays are concerned with managing their corporate image. There is strong positive correlation between people’s perceptions of a company and pro-corporate supportive behaviour. In this study, past researchers on corporate image were incorporated to create a platform for framework which identifies the variables of relationship between corporate image and customer loyalty cum profitability. The study utilized descriptive statistics, bivariate correlation and linear regression to investigate the impact of corporate image on customer loyalty and profitability within the Nigeria service industry (banking). The study adopted the research instrument of self-structured questionnaire which was in line with the reviewed literature and focused on the main variables in the study. It was found in the model parameters that physical environment, service offering and employees satisfaction have significant impact on the level of profitability. Thus, we can rightly conclude that the level of satisfaction among employees tends to affect the service offerings, which has a direct link with customer satisfaction.