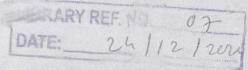
$IJMM^{*}$

The IUP Journal of Marketing Management



Customer Expectation, Satisfaction and Loyalty: A Study of Grocery Retail Sector in South Africa Mfundo Dlamini and Brian Barnard

7

The Impact of Product Quality Dimension on Consumer Satisfaction Derived from Brands: A Study on e-Rickshaw Battery Brands in India Saugat Ghosh

63



IUP Publications
(A Division of The ICFAI Society)
www.iupindia.in



The IUP Journal of Marketing Management

WoL XIX No. 3

August 2020

Contents

LIBRARY REF. NO. 07
DATE: 24/12/200

Focus

5

Customer Expectation, Satisfaction and Loyalty: A Study of Grocery Retail Sector in South Africa Mfundo Dlamini and Brian Barnard

7

The Impact of Product Quality Dimension on Consumer Satisfaction Derived from Brands: A Study on e-Rickshaw Battery Brands in India Saugat Ghosh

63