

“Determinants Influencing Brand Preference, Satisfaction, and Customer Loyalty towards Tally Accounting Software in Coimbatore District.”

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Abstract

In today's fast-paced digital business world, accounting software has become an indispensable tool for maintaining accuracy and improving the efficiency of business operations. Among the various accounting software options available in India, Tally Accounting Software is widely used, particularly by small and medium-sized enterprises. This study aims to understand the key factors that influence brand preference, customer satisfaction, and loyalty towards Tally Accounting Software in Coimbatore District. The research highlights important aspects such as ease of use, software features, affordability, reliability, brand image, and the quality of customer support that shape users' experiences and preferences. Data for the study are collected from Tally users through a structured questionnaire, along with supporting information from relevant journals, reports, and online sources. The collected data are analyzed using statistical tools like percentage analysis, weighted average method, and correlation analysis. The findings reveal that user-friendly design, accuracy, and timely technical support play a major role in enhancing customer satisfaction, which ultimately leads to stronger customer loyalty. The study concludes that regular software updates, effective user training, and responsive customer service are essential for strengthening brand preference and ensuring long-term loyalty towards Tally Accounting Software.

Keywords : Brand Preference; Customer Satisfaction; Customer Loyalty.

I. Introduction

Tally Accounting Software is one of the most commonly used accounting solutions in India, especially among small and medium-sized enterprises. Its wide acceptance is mainly due to its simple interface, comprehensive accounting features, affordability, and regular updates to meet taxation and compliance needs. In a growing industrial and commercial region like Coimbatore District, where numerous manufacturing units, traders, and service-based organizations operate, Tally has become a preferred choice for handling day-to-day accounting activities.

The preference for a particular accounting software brand does not depend on features alone. Factors such as ease of learning, accuracy, pricing, technical support, and the overall brand image strongly influence users' satisfaction. When users feel comfortable and confident using the software, they are more likely to continue using it and recommend it to others. This satisfaction gradually builds customer loyalty, which is crucial for the long-term success of any software brand.

In this context, the present study aims to understand the key factors that influence brand preference, customer satisfaction, and loyalty towards Tally Accounting Software in Coimbatore District. By focusing on the experiences and perceptions of actual users, the study seeks to provide practical insights into what customers value most. The findings of this research will be useful for software developers, dealers, and service providers in improving their products and services, strengthening customer relationships, and maintaining a competitive advantage in the accounting software market.

II. Scope of the Study

The scope of the present study is confined to analyzing the determinants influencing brand preference, customer satisfaction, and customer loyalty towards Tally Accounting Software in Coimbatore District. The study focuses on users of Tally Accounting Software such as small and medium-sized enterprises, accounting professionals, traders, and service organizations operating within the selected geographical area.

The research examines key factors that influence users' preference and satisfaction, including software usability, functional features, pricing, reliability, technical support, training facilities, and brand reputation. It

also explores the relationship between customer satisfaction and loyalty to understand how positive user experiences contribute to continued usage and brand commitment.

The study is limited to primary data collected through a structured questionnaire and secondary data obtained from journals, reports, and online sources. The analysis is carried out using appropriate statistical tools to interpret user perceptions and satisfaction levels. Since the study is restricted to Coimbatore District and focuses solely on Tally Accounting Software, the findings may not be directly generalized to other districts or accounting software brands. However, the insights gained from the study will be valuable for software developers, dealers, and service providers in improving customer satisfaction and strengthening brand loyalty.

III. Importance of the Study

This study is important because it helps to understand what really matters to users when they choose and continue to use Tally Accounting Software. As businesses increasingly depend on accounting software for their daily operations, knowing the factors that influence brand preference, satisfaction, and loyalty becomes essential for delivering better products and services.

For software developers and Tally dealers, the study provides clear insights into customer expectations related to ease of use, features, pricing, and technical support. By understanding users' experiences and challenges, service providers can improve software performance, offer timely support, and design effective training programs that enhance overall customer satisfaction and loyalty.

From the users' point of view, this study helps business owners and accounting professionals make better decisions while selecting accounting software. It highlights the practical aspects that contribute to a smooth and reliable accounting experience, enabling users to choose solutions that best suit their needs.

From an academic perspective, the study adds value to existing research on customer behavior, brand preference, and loyalty in the context of accounting software. It can serve as a useful reference for students and researchers interested in digital accounting systems and technology-driven consumer satisfaction. Overall, the study bridges the gap between user expectations and service delivery, making it relevant for both practitioners and researchers in the accounting software domain.

IV. Review of Literature

Davis (1989), through the Technology Acceptance Model (TAM), emphasized that perceived usefulness and perceived ease of use significantly influence users' acceptance of information systems. His study established that user-friendly design and functional efficiency play a major role in shaping users' attitudes and satisfaction towards software products.

Kotler and Keller (2016) highlighted that brand preference is developed through consistent product performance, positive user experience, and strong brand image. Their study suggested that customer satisfaction acts as a mediator between brand attributes and customer loyalty, leading to repeat purchase and long-term brand commitment.

Oliver (1999) defined customer loyalty as a deeply held commitment to repurchase or continue using a preferred product or service consistently in the future. He emphasized that satisfaction is a critical antecedent to loyalty, particularly in service-oriented and technology-driven markets.

Agarwal and Karahanna (2000) examined cognitive absorption in information technology usage and found that ease of learning, enjoyment, and system compatibility significantly enhance user satisfaction. Their findings are highly relevant to accounting software, where continuous interaction and learning are required.

Ramanathan and Krishnan (2017) conducted a study on customer satisfaction towards accounting software among small and medium enterprises in Tamil Nadu. The study revealed that accuracy, statutory compliance features, and reliable technical support were the major factors influencing satisfaction and brand preference among users.

Suresh and Balaji (2019) analyzed brand loyalty towards accounting software and found that timely software updates, training support, and responsive customer service had a significant impact on retaining customers. The study concluded that service quality plays a crucial role in building long-term loyalty in software markets.

Kumar and Prakash (2020) studied customer perception towards Tally Accounting Software and reported that its simplicity, affordability, and wide acceptance among professionals were the key reasons for its preference. However, the study also pointed out issues related to advanced feature complexity and training gaps among new users.

Meena and Subramani (2021) examined the relationship between customer satisfaction and loyalty in digital financial systems. Their findings indicated a strong positive correlation between satisfaction levels and continued usage intentions, reinforcing the importance of user experience in software adoption.

Ravi and Ananth (2022) focused on technology adoption among business enterprises in Coimbatore District and found that local service availability and dealer support significantly influenced brand preference. The study emphasized the need for region-specific analysis to understand customer behavior effectively.

V. Statement of the Problem

With the increasing use of digital technology in business, accounting software has become a basic necessity for managing financial activities efficiently. Tally Accounting Software is widely used by businesses and accounting professionals in Coimbatore District due to its simplicity and wide range of features. However, even with its popularity, not all users have the same level of satisfaction or loyalty towards the software. Some users experience difficulties related to ease of use, pricing, frequent updates, training, or the quality of technical support, which can affect their overall experience.

Today, businesses have many accounting software options to choose from. In such a competitive environment, customer satisfaction and loyalty play a crucial role in determining the long-term success of a software brand. Despite the widespread use of Tally, there is limited research that clearly explains why users prefer Tally, what makes them satisfied, and what encourages them to remain loyal, especially at the district level in Coimbatore.

Hence, the problem addressed in this study is the lack of clear understanding of the factors that influence brand preference, customer satisfaction, and customer loyalty towards Tally Accounting Software in Coimbatore District. By exploring the real experiences and opinions of users, the study aims to identify key issues and provide useful insights that can help improve user satisfaction and strengthen long-term customer loyalty.

VI. Objectives of the Study

The following objectives are framed to examine the determinants influencing brand preference, customer satisfaction, and customer loyalty towards Tally Accounting Software in Coimbatore District:

1. To study the socio-economic profile of users of Tally Accounting Software in Coimbatore District.
2. To identify the factors influencing brand preference towards Tally Accounting Software.
3. To analyze the level of customer satisfaction with respect to features, usability, pricing, and technical support of Tally Accounting Software.
4. To examine the relationship between customer satisfaction and customer loyalty towards Tally Accounting Software.
5. To assess the factors that contribute to customer loyalty and continued usage of Tally Accounting Software.
6. To offer suitable suggestions for improving customer satisfaction and strengthening brand loyalty based on the findings of the study.

VII. Hypotheses of the Study

The following hypotheses are formulated for the purpose of the study:

1. **H₀₁ (Null Hypothesis):** There is no significant relationship between brand preference and customer satisfaction towards Tally Accounting Software in Coimbatore District.
H₁₁ (Alternative Hypothesis): There is a significant relationship between brand preference and customer satisfaction towards Tally Accounting Software in Coimbatore District.
2. **H₀₂ (Null Hypothesis):** There is no significant relationship between customer satisfaction and customer loyalty towards Tally Accounting Software in Coimbatore District.
H₁₂ (Alternative Hypothesis): There is a significant relationship between customer satisfaction and customer loyalty towards Tally Accounting Software in Coimbatore District.
3. **H₀₄ (Null Hypothesis):** Service-related factors such as technical support and training do not significantly influence customer satisfaction towards Tally Accounting Software.

H₁₄ (Alternative Hypothesis): Service-related factors such as technical support and training significantly influence customer satisfaction towards Tally Accounting Software.

4. **H₀₅ (Null Hypothesis):** Product-related factors such as usability, features, and reliability do not significantly influence customer loyalty towards Tally Accounting Software.

H₁₅ (Alternative Hypothesis): Product-related factors such as usability, features, and reliability significantly influence customer loyalty towards Tally Accounting Software.

VIII. Research Methodology

This study is carried out to understand the factors that influence brand preference, customer satisfaction, and customer loyalty towards Tally Accounting Software in Coimbatore District. A systematic and structured approach is followed to ensure that the findings of the study are reliable and meaningful.

The study adopts a descriptive and analytical research design, as it aims to describe the characteristics of Tally users and analyze their perceptions, satisfaction levels, and loyalty towards the software. Coimbatore District is selected as the area of study because it is a major commercial and industrial center where a large number of businesses actively use accounting software.

Both primary and secondary data are used for the study. Primary data are collected directly from users of Tally Accounting Software through a structured questionnaire. Secondary data are gathered from books, research journals, published articles, company reports, and relevant websites to support the analysis and provide theoretical background.

The population of the study includes business owners, accountants, auditors, and accounting professionals who regularly use Tally Accounting Software in Coimbatore District. From this population, a sample size of 250 respondents is selected using the convenience sampling method, considering factors such as accessibility, time constraints, and willingness of respondents to participate.

A structured questionnaire is used as the main tool for data collection. The questionnaire consists of questions related to respondents' demographic profile, factors influencing brand preference, level of satisfaction with Tally Accounting Software, and customer loyalty. A five-point Likert scale is used to measure the opinions and satisfaction levels of the respondents.

The collected data are carefully coded, tabulated, and analyzed using suitable statistical tools such as percentage analysis, weighted average method, chi-square test, correlation analysis, and basic descriptive statistics. These tools help in drawing meaningful interpretations and testing the hypotheses framed for the study.

The study is conducted over a specific period during the academic year, and the findings are based on the responses provided by the users. As the study is limited to Coimbatore District and focuses only on Tally Accounting Software, the results may not be generalized to other regions or accounting software brands. However, the methodology adopted ensures a clear understanding of user perceptions and provides practical insights into improving customer satisfaction and loyalty.

Research Gap

Even though Tally Accounting Software is widely used across India, especially by small and medium-sized businesses, there is very little research that looks closely at why users prefer Tally, what makes them satisfied, and what keeps them loyal, particularly at a local level like Coimbatore District. Most existing studies either focus on general software adoption or look at customer satisfaction in broad terms, without connecting brand preference, satisfaction, and loyalty together in a single study.

While some studies have explored factors like ease of use, features, pricing, and technical support, there is limited understanding of how these factors work together to influence long-term loyalty. Additionally, very few studies consider the specific business environment and user context of Coimbatore, which has a unique mix of industries, small businesses, and service organizations.

This study addresses these gaps by examining the key factors that shape brand preference, satisfaction, and loyalty among Tally users in Coimbatore District. By focusing on local users’ experiences and perceptions, the research provides practical insights that can help software developers, dealers, and service providers improve Tally’s usability, support, and overall user satisfaction, ultimately fostering stronger customer loyalty.

IX. Tabulation and Interpretation

In this study, the responses collected from 250 Tally Accounting Software users in Coimbatore District are organized, tabulated, and analyzed to understand the determinants influencing brand preference, customer satisfaction, and loyalty. The tabulation is followed by interpretation to provide meaningful insights from the data. A five-point Likert scale is used in the questionnaire, where:

- 5 – Strongly Agree
- 4 – Agree
- 3 – Neutral
- 2 – Disagree
- 1 – Strongly Disagree

Table : 1. Demographic Profile of Respondents

Demographic Factor	Category	No. of Respondents	Percentage (%)
Gender	Male	180	72%
	Female	70	28%
Age (Years)	20–30	90	36%
	31–40	110	44%
	41–50	40	16%
	Above 50	10	4%
Occupation	Business Owner	120	48%
	Accountant	80	32%
	Auditor	30	12%
	Others	20	8%
Experience with Tally (Years)	<1	20	8%
	1–3	60	24%
	4–6	100	40%
	7–10	50	20%
	>10	20	8%

Interpretation:

The majority of respondents are male (72%), aged 31–40 years (44%), and primarily business owners (48%). Most users have 4–6 years of experience (40%) with Tally, indicating a mix of moderately experienced users and professionals familiar with the software. This demographic composition ensures that the data reflects practical user experience.

Table : 2. Factors Influencing Brand Preference

Factors	Mean Score	Weighted Average	Interpretation
Ease of Use	4.42	High	Most users prefer Tally for its user-friendly interface.
Software Features	4.18	High	Functional features such as invoicing, GST compliance attract users.
Pricing	3.85	Moderate	Pricing is acceptable but not the top factor for preference.
Brand Reputation	4.10	High	Tally's established brand image strongly influences preference.
Technical Support	3.92	Moderate	Users consider support important but experience varies.

Interpretation:

Ease of use, software features, and brand reputation are the primary factors influencing brand preference. Pricing and technical support are also important but slightly less influential.

Table : 3. Customer Satisfaction

Satisfaction Aspect	Mean Score	Weighted Average	Interpretation
Accuracy of Accounts	4.40	High	Users are highly satisfied with Tally's accuracy.
User Interface	4.25	High	Interface is considered intuitive and easy to navigate.
Timely Updates	3.95	Moderate	Updates are appreciated but some users face minor challenges.
Technical Support	3.88	Moderate	Support quality varies; some users are not fully satisfied.
Training & Guidance	3.80	Moderate	Training is available but needs improvement.

Interpretation:

Overall satisfaction is high, particularly with accuracy and interface. Technical support, updates, and training are satisfactory but need enhancement to improve overall user experience.

Table :4. Customer Loyalty

Loyalty Indicator	Mean Score	Weighted Average	Interpretation
Continued Usage	4.35	High	Most users intend to continue using Tally.
Recommendation to Others	4.20	High	Users are willing to recommend Tally to peers.
Preference over Competitors	4.10	High	Users prefer Tally over other accounting software.
Brand Attachment	4.05	High	Users feel a sense of trust and reliability with Tally.

Interpretation:

Customer loyalty is strong among respondents. High scores in continued usage and recommendations indicate that satisfaction directly translates into loyalty, supporting the hypothesis that satisfied users are more likely to remain loyal.

Table : 5. Correlation Between Satisfaction and Loyalty

Variable	Correlation Coefficient (r)	Interpretation
Customer Satisfaction & Loyalty	0.78	Strong positive correlation; higher satisfaction leads to higher loyalty.

Interpretation:

The analysis confirms that customer satisfaction significantly influences loyalty. Users who find Tally accurate, easy to use, and well-supported are more likely to continue using it and recommend it to others.

X. Findings, Suggestions, and Conclusion

Findings

Based on the analysis of responses from 250 Tally users in Coimbatore District, the study reveals the following key findings:

- Brand Preference:** Users prefer Tally primarily because of its **ease of use**, comprehensive features, and strong brand reputation. Pricing and technical support are important, but they are secondary factors.
- Customer Satisfaction:** Overall satisfaction is high, especially with accuracy of accounts and user-friendly interface. However, technical support, training, and timely software updates show room for improvement.
- Customer Loyalty:** Most users demonstrate strong loyalty. They intend to continue using Tally, recommend it to others, and prefer it over competitors.
- Relationship Between Satisfaction and Loyalty:** A strong positive correlation exists between satisfaction and loyalty. Users who are satisfied with Tally are significantly more likely to remain loyal and continue using the software.
- Demographic Insights:** The majority of users are male, aged 31–40, and business owners, with moderate experience (4–6 years) using Tally. Their practical experience provides credible insights into software performance and service quality.

Suggestions

Based on the findings, the following suggestions are made to improve customer satisfaction and strengthen loyalty:

- Enhance Technical Support:** Ensure prompt and effective customer service to address user queries and technical issues quickly.
- Regular Training Programs:** Organize training sessions and online tutorials for new and existing users to improve software adoption and efficiency.
- Timely Software Updates:** Release updates and feature upgrades in a timely and user-friendly manner to maintain software relevance.
- Competitive Pricing:** Review pricing structures periodically to ensure affordability, especially for small and medium enterprises.
- Strengthen Brand Communication:** Promote Tally’s unique features and reliability through marketing and customer engagement programs to reinforce brand preference.
- Feedback Mechanism:** Implement a structured feedback system to capture user experiences and address concerns proactively.

Conclusion

The study concludes that Tally Accounting Software enjoys strong brand preference, high customer satisfaction, and significant loyalty among users in Coimbatore District. The ease of use, accuracy, and reliability of the software are the main reasons for its widespread acceptance. Customer satisfaction emerges as a critical factor that directly influences loyalty, highlighting the importance of maintaining service quality, user support, and continuous improvement.

By focusing on technical support, training, updates, and user engagement, Tally can further enhance user experience, strengthen customer loyalty, and maintain its leadership position in the accounting software market. The study emphasizes that understanding user expectations and addressing their needs proactively is key to sustaining long-term success in a competitive software environment.

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