

## **Factors That Affect Brand Loyalty: A Study of Mobile Phone Industry of Pakistan**

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### **Abstract**

Building brand loyalty is very important and very crucial to maintain it. Making brand loyalty is becoming an important element to gain long-term profitability and competitive advantage. The objective of this study was to determine the key element and their contribution towards making brand loyalty so the study shows a significant and positive relationship between brand loyalty and the subjected variables including brand image, customer satisfaction, trust, and promotion. This quantitative research was done with a sample size of 406 specifically mobile phone users and questionnaire was the tool to collect data which was distributed among mobile phone users all over Pakistan and analyzed through SPSS. The results found and after evaluation, it concludes that the brand image has the highest contribution toward dependent variable that is brand loyalty on the other hand correlation between trust and customer satisfaction was found intensively with the highest level among all variables and lowest with customer satisfaction and promotion. It is also observed that data was highly deviated from variable Promotion and lest with Brand Image which is favorable. All the factors which were subjected to investigate help to take competitive advantage and will discriminate brand from several which make customers loyal influences customers' decision making. It is also found that people become more brand conscious related themselves with brands in order to meet social needs which make them feel deprive and pursue the repetitive purchase. Fights to retain customers become more beneficial for the advancement and invention of new technologies. It is found that this competitive environment does not

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allow marketers to take unethical commercial benefits in presence of competitors but on the other hand, it helps managers to make excellent marketing strategies and advice manufacture to take correct business decisions. Loyalty is all about the state of mind so it assists marketers to understand consumer buying behavior.

**Keywords:** brand loyalty, customer satisfaction, brand image, promotion, brand trust

## **Introduction**

To gain the long-term profitability it is necessary to create and maintain loyal customers but it is difficult to do in the competitive environment. Brand loyalty is the repeat purchase of any customer that reflects his or her conscious decision to continuously purchase and show a positive attitude toward brand to buy that product in future. It is not all about the repetitive purchase but a psychological commitment to the customer towards the brand. The different promotional technique like promotion, brand image, positioning in the mind of customers (Rehman, Zia-ur-Rehman, & Akhtar, 2012). Marketers feel to maintain the long-term relationship with customers, to enjoy repetitive sales and forced to focus on enhancing the brand loyalty among customers in this business world. According to Singh (2016) brand loyalty is nothing but the provision satisfaction to consumers. This satisfaction derives from belief trust and on a particular brand where availability of other brands and services is available (Singh, 2016).

The competitive environment forces organization not only to sell their product or services but also make them work to maintain a good relationship with customers to lead the customer loyalty (Doostar, Asil, & Behrang, 2013a). According to Wel, Alam, & Nor brand loyalty is a function of behavioral and attitude. Without considering these aspects, repurchase action is not sufficient evidence of brand loyalty. An important factor that marketers raise that brand loyalty helps to reduce the cost of doing business, thus

improving brand as well as company's profitability. This phenomenon results in free advertisement through word of mouth.

Brand loyal customers become the people who promote your product. Loyal customers will be the first ones who tell their experiences to friends and family (Li & Chaipooirutana, 2016). Ehsani & Ehsani, (2015) considered customer commitment as an organizational valuable asset. Customer satisfaction is an important part of marketing. Customer awareness resulted in large-scale competition and stimulate to build long-term relationship result in the long-term success of the business (Kinuthia, Keren, Burugu, Muthomi, & Mwhaki, 2012). Loyalty is won through the delivery of superior customer experience (Accenture & Advani, 2005).

According to Ramiz, Qasim, Rizwan, Aslam, & Khurshid brand loyalty is state of mind when the consumer is willing to pay more for a definite brand. In marketing, brand loyalty consists of consumer's commitment to repurchase the brand through repetitive buying of a product, it also endorses the trust towards the brand and it also indicates the quality and performance of the product (Wong & Sidek, 2008a). Branding a product is an important factor to make loyal customers and it also influences buying intentions. Managers believe that desire to get the branded product is important to belong a specific group of people (Shehzad & Zehra, 2013).

This research study has done to investigate brand loyalty and its related factors namely, brand trust, promotion, brand image and customer satisfaction. Due to rapid change in technology mobile phone has become a daily necessity of life so this study helps manufacturers to understand the consumers' buying behavior. Our aim to conduct research is to identify the dimensions of brand loyalty in the mobile phone industry and in its developing markets. Customer expectation and wants are changing in the mobile

phone industry and it will continue to innovate and invent advanced technology. Mobile phone users are mostly young so it is important to attract new generation through new technologies and design and to make a profit by making them loyal.

### **Problem Statement**

In globalization, thousands of brands are trying to gain new customers and tend to retain them. In this competitive environment where customers have wide range and varieties of choices and availability of huge amount of information related to product which make them excessive aware of the goods and services and their functionalities and its uses so it is difficult for the managers to stop them switching to other brands and to make them loyal it also difficult to take decision that what factors should be focused to get their attention and to make them loyal.

### **Research Objective**

The general objective of this study is to determine and evaluate the key factors which influence customers' loyalty toward the brand and to find the contribution of different factors that to what extent they impact the brand loyalty and affects customers' decision making while choosing the brand. Through this study, we also verify the developed hypotheses that reflect the current situation. This study will be helpful for brands to innovate and transform their products according to customers' need.

### **Scope of Research**

We observed that people are more brand conscious with the passage of time and they associate their personality, lifestyle, and fashion with brands, some of them are satisfied and some of them are not, but the thing is that we can easily find the people who are not satisfied but still use that particular brand. So this study helps to find the key

element which actually holds them and create loyalty toward the brand. This study will contribute to the research world and will show the existence of different elements which really effected in different scenarios and supposed to be applicable in other industries.

## **Literature review**

### **Brand Loyalty and Brand Image**

Brand image is the set of concepts, feeling, and attitudes that a consumer has regarding a brand. Brand image is a representation of a product in consumer's minds he also added that product can be divided into three images; functional, social and perceived and many determinants of brand image is exist including appearance, attributes, and functions of products as well as the roles that products play in consumers' lives. This image incorporates not only the functional properties but also emotional and symbolic considerations (Tsai-Yuan & Chang, 2013).

Brand image is one of the most complex factors it strongly and significantly influences consumer preference to present his or her image. People define themselves by the possessions of the products they have. Studies also showed that attractiveness of brand personality indirectly affects brand loyalty and people use products to enhance self-image (Kinuthia et al., 2012). Brand image is one of the most complex factors and it affects loyalty in two ways; first is consumer prefer to present his own image and the second is people tend to classify themselves into different social categories that are evaluation of objectives and values in various groups in comparison with consumers' own values and objective and they prefer that who meet similar objectives and values (Kuusik, 2007a).

Prestigious brand image attracts consumers to purchase the brand and trigger them to repetitive purchasing and reduce in price does not affect their switching behavior and it is very important for the brand having minor physical differences take competitive advantage (Wong & Sidek, 2008a). The brand has been considered important in creating individual identity related to consumers' psychological needs and associated with status and prestige. One way to approach brand marketing is creating symbolism and could be used to protect brand loyalty. In emerging markets, consumers are willing to adopt change and lifestyle oriented and use a brand to express themselves and they are more likely to be loyal (Accenture & Advani, 2005).

Brand image is one of the important steps to reach brand loyalty, based on branding theory it stated that brand image must be congruent and parallel with the consumers' image and it's a process and attempt to meet psychological and social needs. Furthermore, brand image drives some important element for the recognition that is wealth, class, success, and style (Shehzad & Zehra, 2013).

### **Brand Loyalty and Customer Satisfaction**

Customer satisfaction has a strong relationship with brand loyalty furthermore researcher claim that customer satisfaction could not be clearly understood without loyalty. After evaluation of different factors including brand loyalty many researchers found a positive relationship between customer satisfaction and brand loyalty (Li & Chaipoopirutana, 2014).

Impact of satisfaction on loyalty has been the most popular subject of studies many studies show the direct relationship between customer satisfaction and brand loyalty and conclude that satisfaction brings the loyalty toward brand and dissatisfaction become a reason to switch the brand mostly. In 1984 ACSI (American Customer

Satisfaction Index) was created and the primary objective was to explain the development of brand loyalty. ACSI model has three basic elements which lead the customer satisfaction i-e customer expectations, perceived value and perceived quality (Kuusik, 2007b).

In most of the literature, satisfaction was integrated as a dominant factor which leads to brand loyalty. They also explore that purchase decision of loyal customers become a habit in nature. Many scholars believe that customer satisfaction is one of the essential elements which affects brand loyalty. It is found that customer satisfaction improves reputation in services markets and reputation intervenes the relationship of customer satisfaction and brand loyalty. According to researcher retaining, existing customers is easier than gaining new customers (Farhanullah & Adeeba, 2013).

### **Brand Loyalty and Brand Trust**

Trust is one of the most important factors which leads to brand loyalty. This element is built by the highly valued exchange relationship and continuous communication (Rehman, Zia-ur-Rehman, & Akhtar, 2012b). The research was carried out in Pakistan and the purpose was to find the key factors to building brand loyalty and the trust was included according to the researcher brand trust is the most important factor among all the variables considered for the research (Singh, 2016). Loyal customers are more willing to pay more for the brand because they perceived the quality, function, and uniqueness which other brands cannot provide. It is found that trust is the key variable to maintain a relationship in long-term and to meet the desired value (Wel et al., 2011).

Brand trust is the key role of customers' commitment especially in high involvement products or services. He also stated that that brand trust and brand effect two main factors that influence customer's attitude and behavior towards brand loyalty (Li & Chaipoopirutana, 2016). Trustworthiness of the partner has a certain influence and help to establish loyalty, no customer willing to be a partner with who are not trustworthy. It is found that trust is a major determinant of relationship commitment and brand trust leads to brand loyalty. He also showed that brand trust is directly related to both purchase and attitudinal loyalty (Kuusik, 2007c). The motivation of the consumer actually relies on the qualifications set by the consumer to approach the real purpose and it's stated as brand trust. This concept has two general approaches, the first one which is based on partners' expertise and emotions (Ramiz, Qasim, Rizwan, Aslam, & Khurshid, 2014c).

The second one is the behavioral impact derived by confidence on partner and weakness and doubt about the trustee. Believing in partner and honesty of one side build the trust, faith of the consumer that brand will accomplish the expected purpose could be considered as brand trust. Factors like competency, compassion and honesty have characteristics to create brand trust and this trust considered as the most important and essential element to create a relationship between brand and customers. In many kinds of literature, trust is determined as a predictor of loyalty and when it established customers become satisfied. The exchange relationship between consumer and brand created by trust and leads to brand loyalty (Ramiz, Qasim, Rizwan, Aslam, & Khurshid, 2014c). Trust is an important factor to develop marketing relationships and it retains when one party has confidence in an exchange and stated that trust and satisfaction are conceptually connected (Farhanullah & Adeeba, 2013).



## **Brand Loyalty and Promotion**

We know advertisement is a tool of promotion and carries cost but if it lasted for long times, it does not cost. Brand awareness help customer to identify one brand among several. The knowledge of customer related to the brand lead to advantage and give a positive impact on customer decision making (Doostar, Asil, & Behrang, 2013b).

Promotion is one of the marketing mix components and it is a source of communication which creates awareness about the product and brand to consumers. Marketers communicate through different methodologies like sales promotion, advertisement, personal selling. Promotion tools mostly used by organization to make public relation activities (Ronaldo & Atik, 2015).

Promotion can help to establish perception or ideas in consumer's mind as well as to differentiate the product from others. It also stated that promotion is a key role in determining the profitability and market success. According to the researcher, promotion is an important element to make marketing strategies and use to communicate with customers with respect to product offerings and also encourage the purchase of product and services (Wong & Sidek, 2008b). Promotion especially in form of a well-targeted advertisement not only make less price sensitive but also make loyal to the brand, furthermore, it changes the knowledge, behavior, and attitude of customers towards the brand. (Mise, Nair, Odera, & Ogutu, 2013).

## **Hypotheses**

On the basis of above discussion, we can create the following hypothesis:

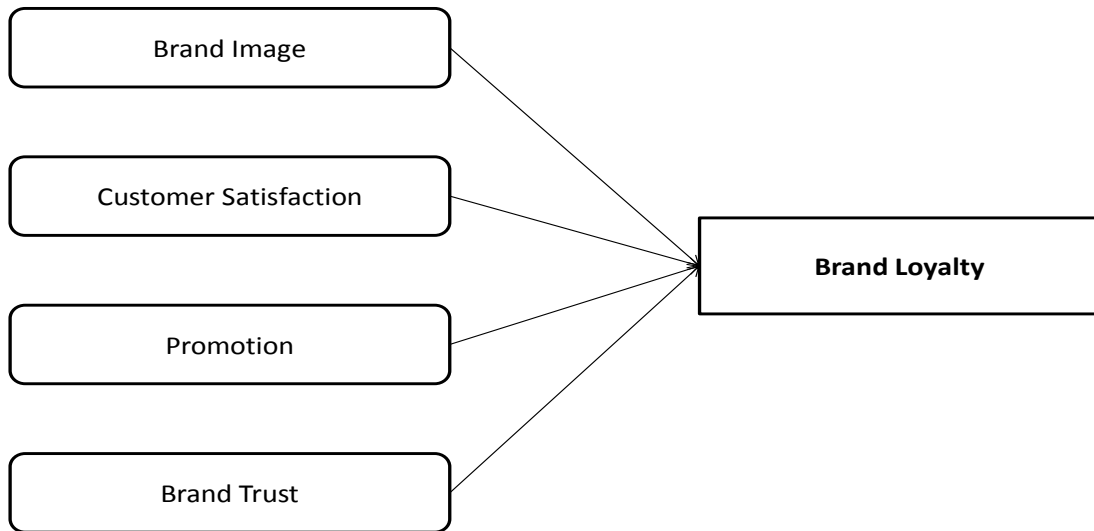
H1: There is a positive influence of brand loyalty on brand image.

H2: There is a positive influence of brand loyalty on customer satisfaction.

H3: There is a positive influence of brand loyalty on brand image.

H4: There is a positive influence of brand loyalty on brand image.

### Conceptual Framework



### Methodology

This is the quantitative research and the tool is used to collect and gather the data is a questionnaire. The questionnaire was distributed among people especially in young generation who use mobile phones on a very large scale and are very keen to adopt advanced technology. The software we used is SPSS to analyze the data and to conduct this research we targeted the audience not specifically but of different ages, gender, and class. The total population of Pakistan is considered more than 190 Million and our sample size is 406. The source that used to distribute the questionnaire is social media like Facebook and other mobile phone communication applications like WhatsApp.

Questions of different constructs were adopted from different kinds of literature

including (Wong & Sidek, 2008a), (Farhanullah & Adeeba, 2013), (Shehzad & Zehra, 2013), (Ramiz et al., 2014c) and (Mise et al., 2013).

## Results

Descriptive statistics show the normality of data, following summarized results show the distribution of the data.

Constructs	Mean	Std. Dev.	Skewness	Kurtosis
Descriptive Statistics				
<b>Brand Loyalty</b>	3.7627	1.07545	-.937	-.112
<b>Brand Image</b>	3.6989	.86799	-.655	.045
<b>Customer Satisfaction</b>	3.8276	.92604	-1.305	1.674
<b>Brand Trust</b>	3.8732	.91637	-1.354	1.583
<b>Promotion</b>	3.5591	1.11840	-.585	-.664

Mean of all the above variables is nearer and closer to the scale of 3.8 mostly which lies between Agree and neutral responses. From above results, it concludes that Trust is the worthiest element which affects the brand loyalty and promotion has least contribution to make loyal customers.

## Reliability

Constructs	Cronbach's Alpha	No of items	Mean	S.D
<b>Brand Loyalty</b>	0.951	6	3.7627	1.07545
<b>Brand Image</b>	0.774	4	3.6989	.86799
<b>Customer Satisfaction</b>	0.891	4	3.8276	.92604
<b>Brand Trust</b>	0.900	4	3.8732	.91637
<b>Promotion</b>	0.919	4	3.5591	1.11840

Construct's reliability has been measured by Cronbach's alpha, above table shows the reliability of all construct is more than 77% and most of them are above 90% which is more than acceptable.

### Correlations

Constructs	Brand Loyalty	Brand Image	Customer Satisfaction	Trust	Promotion
<b>Brand Loyalty</b>	1				
<b>Brand Image</b>	0.710	1			
<b>Customer Satisfaction</b>	0.653	0.764	1		
<b>Brand Trust</b>	0.589	0.650	0.821	1	
<b>Promotion</b>	0.245	0.226	0.185	0.319	1

Correlation tells the relationship between two variables, here in above table it can be seen that all variables are related to other variables with least range of 18.5% of promotion and customer satisfaction and highly co-related with percentage 82.1 found between trust and customer satisfaction which is logically acceptable.

### Regression Analysis

	Unstandardized Coefficients		Standardized Coefficients		Adjusted R Square	F
	B	Std. Error	Beta	t		
<b>Constant</b>	.507	0.165		3.076	0.002	411.641
<b>Brand Image</b>	0.880	0.043	0.710	20.289	0.00	

	Unstandardized Coefficients		Standardized Coefficients			Adjusted R Square	
	B	Std. Error	Beta	t	Sig.	R Square	F
(Constant)	0.861	0.172		4.995	0.00	0.425	300.036
Customer Satisfaction	0.758	0.044	0.653	17.322	0.00		

	Unstandardized Coefficients		Standardized Coefficients			Adjusted R Square	
	B	Std. Error	Beta	t	Sig.	R Square	F
(Constant)	1.084	0.188		5.775	0.00	0.346	214.911
Brand Trust	.692	0.047	0.589	14.660	0.00		

	Unstandardized Coefficients		Standardized Coefficients			Adjusted R Square	
	B	Std. Error	Beta	t	Sig.	R Square	F
(Constant)	2.924	0.173		16.902	0.00	.058	25.786
Promotion	0.236	0.046	0.245	5.078	0.00		

Regression analysis is a process which tells the relationship between one dependent variable with other independent variables. Above mentioned charts explain the relationship in contrast to Adjusted R Square and Beta value of each hypothesis. The value of Adjusted R Square is 50.3% for BI, 42.5% for customer satisfaction, where trust has less significant as compared to other two IDVs but on the other hand, promotion

shows the least co-relation with DV with 5.8%. Beta shows the contribution individually where BI (Brand Image) got the highest contribution toward brand loyalty by 71% and Promotion got the least contribution to make loyal customers by 24.5% and the remaining two that are CS and Trust by 65.3% and 8.9% got average contribution respectively.

### **Conclusion**

After all the discussions which have done this paper and the previous literature show a significant relationship between dependent and independent variables and on that basis, all hypotheses are accepted. All the variables including BI (Brand Image), CS (Customer Satisfaction), Trust and Promotion have significant impact on Dependent variable (Brand Loyalty) by different percentage of contribution and the whole result emphasize the effect of brand image and trust on brand loyalty and promotion was places with least contribution to building long-term relationship meant brand loyalty.

### **Future discussion and Limitations**

Respondents of are limited 406 only and this study were conducted only on four variables. Due to lack of resources and time this research is limited particular geographical location i-e Pakistan. As this study was conducted in a limited geographical location with a limited number of respondents so future research may prepare another paper in other circumstances although this research considered only four variables so in future other variables may be suitable to conduct the research.

## **Practical Implications**

This study was developed to identifying the important factors which affect customer loyalty in the mobile phone industry. As we can see that there is a number of brands in market and marketers find intense competition, so this study will help marketers and manufacturers to make marketing strategies and will help to make commercial decisions. The data which was gathered under the umbrella of four essential variables will help marketers to make a decision that at what variable they have to focus like making a brand image, building trust, go for promotion or to get customer satisfied by focusing on product quality. In this study all variables suggested the positive relationship between independent variables and dependent variable except promotion, there is a reason behind those local markets and are not observing any promotion of international brands through electronic media.

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