



## Introduction

Most of the mobile phone companies in India face high competition from domestic as well as international mobile phone manufacturers. Despite the increase in the number of mobile phone users, most companies are unable to obtain a profitable market share for their products. While on one hand, the Indian companies must work to retain the existing customers, a focus on the potential buyers, on the other hand, is equally important. Brand loyalty plays a very crucial role here, as it helps in brand retention and improving brand equity. This study was focused on certain factors which lead to the brand loyalty among the mobile users in India.

## Statement of the problem

It has been noticed that with time, the mobile phone users shift their loyalty from one brand to other with the change in trend and fashion. In order to survive in the face of existing competition, a company must try to find out the factors that affect brand loyalty, such as brand image, customer satisfaction, and advertising, which also constitute this present study.

## Objectives of the study

1. To analyze the effect of brand image on brand loyalty
2. To examine the effect of customer satisfaction on brand image

3. To analyze the effect of advertising on brand loyalty

## Literature review

### Brand Loyalty

Brand loyalty is a willingness that is considered to continuously repurchase or repatronize a commodity in view of situational impacts and marketing campaigns. It is a service or desired product in the future that gains the ability to generate behavior that changes (Oliver 1997). It has recently been a debatable subject among marketers and scientists (Huang and Cai 2015). Brand loyalty could be researched from different angles (Hameed 2013;2012 Parker). It is the tendency for a focal brand to be loyal, which is proven by the intention of buying the brand as a primary option (Yoo and Donthu 2001). It could be considered an emotional connection to the brand individual (Fournier 1998).

### Brand image

A brand image is a collection of associations usually arranged in some meaningful way in a consumer memory, according to Aaker (1991) and Keller (1993) and reflects expectations that may or may not reflect the empirical evidence. A previous study showed that a brand picture was a major brand loyalty antecedent (Brunner et al. 2008; Hermanto et al. 2014).

## Customer satisfaction

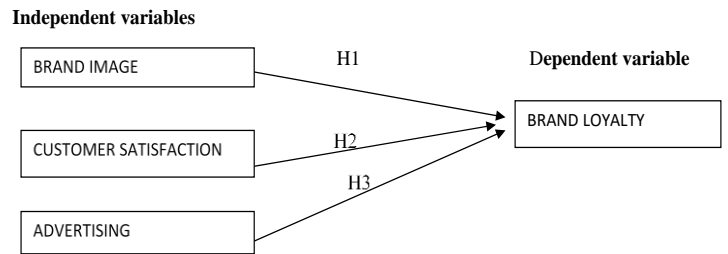
The most common topic of studies has been the effect of satisfaction on loyalty, several studies show the direct relationship between consumer satisfaction and brand loyalty and conclude that satisfaction brings loyalty to brand and frustration becomes more a reason to change the brand. Many studies have found a favourable association between consumer satisfaction and brand loyalty after analyzing various variables, including brand loyalty (Li & Chaipoopirutana, 2014).

## Advertising

Brand-related consumer awareness contributes to rewards and has a positive effect on customer decision-making (Doostar, Asil, & Behrang, 2013b). Marketers compete through alternative techniques such as sales promotion, ads, personal selling. Promotion tools used primarily by the company to carry out public relations activities (Ronaldo & Atik, 2015). Promotion not only makes it less price-sensitive, but also loyal to the brand, particularly in the context of a well-targeted advertising, it also changes consumers' awareness, actions, and brand attitude. (Mise, Nair, Odera, & Ogutu, 2013). So, advertising significantly influences the strength of a consumer's loyalty to the chosen brand. If the chosen brand advertises, the strength of loyalty increases, but it declines if the competing brand advertises.

## Research framework and hypothesis development Independent variables.

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Based on the different dependent and independent variables undertaken in a conceptual model, following hypotheses were developed:

**H<sub>01</sub>:** There is no significant relationship between brand image and brand loyalty.

**H<sub>02</sub>:** There is no significant relationship between customer satisfaction and brand loyalty.

**H<sub>03</sub>:** There is no significant relationship between advertising and brand loyalty.

## Research methodology Purpose

To study the effect of certain factor on the brand loyalty in case of mobile phone users

## Research approach

The study adopted deductive approach as it involves the use of hypotheses to explain the casual relationships among variables using quantitative methods.

The variables were:

### Independent variables

Brand image, customer satisfaction and advertising

### Dependent variable

Brand loyalty

**Data collection**

Data collection is simply the way information is gathered. Both primary as well as secondary sources were used to collect data. A structured survey method consisting of formal lists of questions was administered to respondents. Collection of data was through online and offline modes.

**Sampling techniques**

Non-probability sampling technique was used to collect the data.

**Sample design**

**Elements**

The elements of the study were the mobile phone users.

**Sample size**

A sample size of 167 respondents was included in the study via both online and offline mode.

**Data reliability**

The reliability of the data was checked through Cronbach alpha

**Variable measurement**

The variables were measured on the five-point Likert scale from strongly agree to strongly disagree.

**Data analysis**

The collected data was analysed using Pearson’s Correlation. Regression was also used to measure the degree of statistical relationship between the dependent and independent variable. SPSS was used to compute the variables and for data analysis purposes.

**Results**

**Demographic profile**

Age	Gender	Income per Annum (In Lakhs)
18-25 77.0%	Male 67.4%	0-5 61.7%
26-35 21.6%	Female 32.6%	5-10 36.9%
36-45 1.4%		More than 10 1.4%

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

	Mean	SD
Brand image	3.5267	0.64215
Brand satisfaction	4.1456	0.53423
Advertising	4.2341	0.51621
Brand loyalty	3.5032	0.62472

**Reliability**

The Cronbach alpha should be (alpha) > 0.6 to be acceptable, according to Hair et al. (2003). So, in order to calculate the reliability of brand image, customer satisfaction and advertising variables, all elements had to be combined into one variable for each variable. A reliability test was subsequently conducted for each variable and the results are shown in the table.

Variable	Cronbach alpha
Brand image	0.565
Customer satisfaction	0.645
Advertising	0.599

**Correlation analysis**

The first task was to evaluate the relationship between various variables in order to test the hypotheses. In this case, to be accepted, the Pearson’s r number should be lower than 0.9. Brand image and brand loyalty had a correlation of 0.336. Brand satisfaction and brand loyalty had a correlation of 0.554, and advertising and brand loyalty had a correlation of 0.543. A favorable relationship with brand loyalty was demonstrated by all independent variables. But the findings showed the strongest correlation between brand satisfaction and brand loyalty. So, the findings clearly demonstrate the value of serving and retaining consumers in order to

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increase their loyalty to the brand as well as their confidence. The significant level should be lower than 0.05 (sig. 2-tailed), as all the variables suggest, for a hypothesis to be accepted.

	BI	BS	AD	BL
Brand image	1			
Brand satisfaction	0.345	1		
Advertising	0.325	0.565	1	
Brand loyalty	0.336	0.554	0.543	1

**Regression**

By using the total brand image, total brand satisfaction, total advertising and total brand loyalty, a multiple regression analysis was determined which means that all the items of the variables were calculated. To assess how brand image, brand satisfaction and advertising affect brand loyalty, the R-square was measured. The measured R-square shows 0.409. As the value is considered to be relatively high between the independent and dependent variables, it implies that a strong relationship exists, suggesting that 45.2 per cent of brand loyalty is explained by independent variables. The significance level is below 0.05 which is important for the hypothesis to be accepted, the findings shows

that the brand image, brand satisfaction and advertising influences brand loyalty.

### Conclusion

The findings of the current study demonstrated that the brand image, customer satisfaction and advertising variables had a positive relationship with brand loyalty. This clearly implies that variables are connected to each other and therefore important for the mobile industry to consider. In addition, the regression analysis reported an R-square of 45.2, indicating that the variables only affect 45.2 percent of brand loyalty. Since the mobile phone industry is highly competitive, these results implies that there is a 54.8 percent of other factors that influence brand loyalty and strengthen customer brand relationship, that needs to be investigated. The study indicates a significant relationship between dependent and independent variables, and all hypotheses are supported on that basis.

### Limitations

As the sample size was 167, a greater sample size would have made it possible to conduct a more detailed and systematic analysis. The questionnaire was mainly answered by women and young respondents, which may have influenced the outcome. Therefore, in order to get a more representative image to draw generalized inferences from the results, the sample size needs to be increased and normalized between gender and age.

### Implications

Overall, this research explores the link between the brand image, customer satisfaction, advertising, and brand loyalty. This research offers an advantage for policy makers in the mobile phone industry to improve the role of brands relative to other rivals. Therefore, it demonstrates that the role of brand image, customer satisfaction and advertising in creating and sustaining brand loyalty is crucial.

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