

# Inducing Factors of Brand Loyalty for Samsung Mobile Users of Pakistan

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## Abstract

*In the field of marketing, a brand loyalty is recognized as a protagonist and success factor for the development of a business organization. Due to increasing competition between brands offered by the companies of smartphone. In this way, to develop a customer trust in building a brand loyalty is a dire need of the day. Keeping in a view, the purpose of the present paper is to examine the factors that may be influencing brand loyalty for Samsung mobile users of Pakistan. Data was randomly collected under the process of cross-sectional study throughout Pakistan from Samsung mobile users. For this process a survey questionnaire is considered as the main tool for collection of data. Analysis of data is accomplished through SPSS version 25.0 for windows. The overall reliability of internal items used in instrument is identified as 0.883 while, a reliability of the individual's factors' were observed in satisfaction scores. Main findings of the study suggested that customer satisfaction, services provided by Samsung mobile, and trust have a positive and significant impact on brand loyalty among the Samsung mobile users of Pakistan. This study may be beneficial to develop trust, customer satisfaction for the brand loyalty of Samsung mobile phones.*

**Keywords:** Brand loyalty; trust, customer satisfaction, services, Samsung

## Introduction

In present days, brand loyalty is regarded as a crucial appliance for any company/firm to endure in an environment of very tuff competition. It supports in developing an association between the consumer and the producer (Ahmed et al., 2014). The domain of brand loyalty is the foremost and an important subject of interest for the scholars as well as forecasters of marketing. During the past few decades, the customer satisfaction approach has built a prodigious arrangement of reflection (Oliver, 1999). Thus, the concept of satisfaction is in realism perhaps the most incontrovertible concepts of the modern field of management. Not only is it an idea of satisfying customers but also it is a deal towards the gain of higher profit (Oliver, 1999). A customer satisfaction has become a managerial principle to create marketing strategies as well as involving market-related actions. According to Martensen et al. (2000) that the customers' satisfaction about a product/object ultimately cultivates the best performance of an organization/company. In



the past, during the 1990s, there was a prevalent consciousness that satisfaction ratings have been inauthentic circumstance a means for achieving strategic determinations, such as customer retention which is considered to impact the profit of companies in a direct way (Jones and Sasser, 1995; Reichheld, 1996). However, in a present, the main focus of the companies are on enhancing the satisfaction strategy among the customers because a higher probabilities to repurchase the same product is found among the satisfied customers (Reichheld, 1996). Arthur (2012) strongly recommended that "A Smartphone is a revolutionary and magical product that is literally five years ahead of any other mobile phone". Smartphones are not just an ordinary phone but a miscellaneous set of media capture proficiencies. "They do not only function as a phone including text messaging and visual voicemail, but also as a camera phone, as a portable media player, and as an internet client with email, web browsing, and Wi-Fi connectivity" (Leyland, 2006). Additionally, Smartphones are now working on processors which contained the high processing speeds. Such the phones have a capacity to consume lowest which consents us to play games, browse the Web, and other applications with the latest and updated technology of cybernetic reality (Divestopedia and Institute, 2016).

In the literature, there are numerous factors such as trust, customer satisfaction, services, brand image, brand experience, social media marketing, perceived brand value are the main factors which are responsible for developing/predicting a brand loyalty (Oliver, 1999; Ahmed et al., 2014; Awan and Rehman, 2014; Hussain, 2016; Elsaber and Wirtz, 2017). Thus focusing on the significance of brand loyalty, the purpose of the present study is to investigate the factors that influencing brand loyalty for Samsung mobile users of Pakistan. This study may be beneficial to develop trust, customer satisfaction for the brand loyalty of Samsung mobile phones.

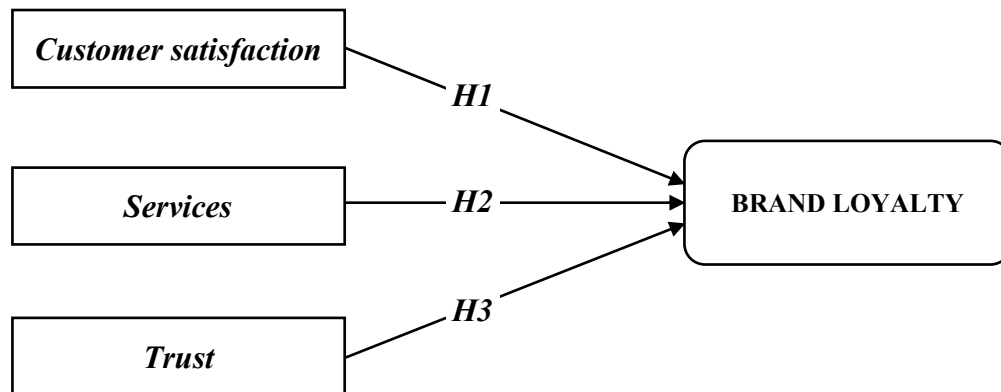
### **Literature review and conceptualization**

The re-purchasing behaviour of the customers is developed by brand. A brand loyalty is regarded as a commitment of buyers with the brand. However, the potential marketing efforts of competitors are made to interfere the association between the consumer and the brand that suggested by (Oliver, 1999). As suggested by Aaker (1991) that brand loyalty is regarded to deliver greater leverage to trade, reduced marketing costs. It works as a building of amplified market share (Jarvis and Mayo, 1986). In some perceptions, loyal consumers are becoming reversed back because proprietors try to make more profits as well as a sale (Edvardsson et al., 2000). Such the advantages improve brand loyalty might show from retentive prevailing customers and also fascinating newcomers in the market. As a result, the company is benefited by the increase in profit. Reichheld (1996); Oliver (1999) suggested two assumptions regarding such the domain. First, the loyal customers are imaginary to bind to their service providers/ dealers. Second, the marketing-related literature hugely giving favour to the disposition that appealing a fresh customer is more exclusive than retentive a usual one (Rosenberg and Czepiel, 1984; Blattberg and Deighton, 1996; Fites, 1996; Murphy, 1996; Vandermerwe, 1996). In a view of Reichheld (1996) that a loyal customer may also show their loyalty by contributing a

greater percentage of their pockets to brands which have a high value or service/product providers and by creating optimistic word-of-mouth recommendations. Such all the behaviours and trends may unswervingly influence the productivity of an organization/company. Similarly, for more understanding, the loyalty, various factors which may influence the decisions about the brands were examined from time to time. Fredericks and Salter (1995) proposed that a brand loyalty factor is forecasted by insights of customers cost obtainable by the marketer. Furthermore, there are five protagonist elements of the customer value awareness such as service quality, innovation, product, price, quality, and image that were quantified in the model of Fredericks and Salter (1995). Such the model further recommended that a perceived value of customers is influenced by the nature of the business environment, characteristics and individual customer supplies. Regarding the same aspect, Geller (1997) recognized 15 components which are critical for the improvement of brand loyalty. From them, the most significant and noteworthy components were the impression or image portrayed, quality/value of the product and service, communication, the vitality of the company/organization, and attaining an unanticipated for customers. In a similar way, Kandampully (1998) that customers may stand loyally until and unless the apparent value of services/ products is somewhat larger than that of the contributions of contestants/competitors. By using a primary data through a survey questionnaire Awan and Rehman (2014) confirmed a positive association of customer satisfaction with brand loyalty. Through such a study, about 300 middle-class households were targeted. A study conducted by Hussain (2016) to observe a mediating role of customer satisfaction. The outcome of a study underlined that customer satisfaction is vigorous for an airline to succeed in such an extremely competitive market. It also holds prevailing passengers, obtain new ones and ultimately transform them into customers of brand loyalty or brand loyal customers. Moreover, rational brand quality comprises the three dimensions such as distribution quality, service quality, and product quality. However, reliable advertising style, country-of-manufacture image, brand image, and salesperson's behaviour are dimensions of emotional brand relations. Such all the dimensions positively and significantly influence the brand loyalty and customer satisfaction and (Elsaber and Wirtz, 2017). Among US college students, organizational associations, perceived value, brand awareness, and brand distinctiveness are the best predictors to generate consumer's loyalty for fast fashion-related brands (Su and Chang, 2018).

The mobile phone has grown with an enormous reputation all over the world with millions of users. The previous research on customer brand loyalty was conducted in developed backgrounds (Son, 2015). There is a continuous improvement of new products, technological changes, smart designs, as well as the condense life of the cellular phones. The functions, structures and appearances of the smartphone have been changed in a short span of time. Consequently, a majority of the population is strengthened to consume a phone of the new model (Li, 2010). Therefore, the brand loyalty in Samsung mobile may be a remarkable area of our research. Keeping in such an important issue, we developed a model based on the factors such as customer satisfaction, services provided

by Samsung mobile and trust in brand towards brand loyalty among Samsung mobile users of Pakistan we developed the following model (figure 1) for investigation properly.



**Figure 1.** Conceptual model of the study

The purchase intention is predicted by customers' satisfaction with respect to brand loyalty (Spreng and Mackoy, 1996). Scholars like Bloamer and Kasper (1995) strongly recommended that customer loyalty is an important and dominant factor which is working as a substantial way for the customer satisfaction that he/she getting from the product or services. In such an assumption, brand loyalty is at the center of strategic marketing. In the same perspective, Soloman (1994) suggested that buying choices of the loyal customer may be converted into a habit/practice in nature, even fairly humble and deliver satisfaction with the available product(s)/ brand(s). However, numerous scholars explored satisfaction as a vital factor in the customers' loyalty (Bearden and Teel, 1983; Dick and Basu, 1994; Jamal and Anastasiadou, 2007). The customer satisfaction has a good reputation for improvement in the services markets (Bontis et al., 2007). Such the reputation has incompletely intervened in the association among satisfaction, loyalty recommendation. According to Tovikkai and Jirawattananukool (2010) appreciating the circumstance that absorbent existing consumers are easier than judging new or fresh consumers. A consumer who has the high buying regularity is the most probable viewed as gratified with the products. A study by Awan and Rehman (2014) confirmed that the customer satisfaction is a significant and contributive factor that largely affect brand loyalty. The domain literature illustrated that a satisfaction is the forerunner of brand loyalty, attitude to re-purchase a product and behaviour of the brand to its customers (Oliver, 1980; Pritchard et al., 1999; Russell- Bennett et al., 2007). The loyalty regarding brand may be enhanced by the customers' satisfaction and recurrence the buying of a similar product service (LaBarbera and Mazursky, 1983). In a consequence, the relevant literature confirmed a significant and positive association between customers' satisfaction and brand loyalty (Tovikkai and Jirawattananukool, 2010; Bontis et al., 2007; Awan and Rehman, 2014). On the basis of such assumptions, the following the hypothesis is developed.

***H1. Customer satisfaction has a positive and significant impact on brand loyalty.***

A loyalty is a product's durability service which is measured in different modes. There is a difference in goods and services in the market that what techniques and tools should be applied to measure an assumption of loyalty. In the perception of Javalgi and Moberg (1997) that if a buyer develops a positive relationship with a service provider, then it is more possible that a consumer being loyal to such the product of service provider. In the same direction, Lovelock et al. (1998) proposed that services are becoming progressively significant to the Australian economy as it signifies 70 per cent of GNP and producing 77 per cent of the total employment ratio. Furthermore, among the services, a cellular network provider sector is noteworthy one due to its high infiltration. Therefore, such the sector has become crucial because of its extensive use in the present days. Consequently, marketers' well-thought-out it as gorgeous avenue in which firms attempt to act sensibly in the direction of the service users. The experiences about brand loyalty approximately are inertia, satisfaction, habit, superficial risk connection, and the association between product and service benefactors (Rundle-Theile and Bennet, 2001). The sequence of very optimistic happenstances may enhance customer satisfaction, continuity, trust and commitment relationship (Morgan and Hunt, 1994; Selnes, 1998; Hellier et al., 2003). According to Aydin and Ozer (2005) that a few antecedents of customer loyalty. The factors including trust, customer swapping costs, perceived service quality, and corporate image are the substantial aspects of brand loyalty. Besides outcomes designated that the trust factor is one of the most essential predictors of the brand loyalty. Therefore, we proposed the following hypothesis;

***H2. Services have a positive and significant impact on brand loyalty.***

A brand loyalty is a potential for a brand which satisfies an expectation of their customers. A trust in a brand is a significant element that benefits a customer who is loyal to his/her brand. A customer cannot enter into the set of loyalty without trust in the brand. The customers trust in definite brand purposes and readiness to buy the brand from a variety of product (Moormal et al., 1992). An indistinctness in the situation may be decreased by the trust which customer has developed about a particular brand/ product. The scholars like Morgan and Hunt, 1994; Chaudhuri and Holbrook (2001) strongly stressed that the possibility of brand loyalty is only possible through brand trust. While, many researchers believe that commitment as "an enduring desire to maintain a valued relationship" (Moorman et al., 1992). Henceforth, promises are a better source of relentless ongoing and absorbent an association which is built between consumer and company. A study of Morgan and Hunt (1994, p. 23) defined that "trust is an important factor in the development of marketing relationships and exists when one party has confidence in an exchange partner's reliability and integrity". Similarly, Ballester and Aleman (2001) revealed that satisfaction and trust going together and conceptually are

associated with each other. Constructs which produce consumer commitment particularly have a big contrition. While Anderson and Narus (1990) claimed that trust arises when someone has a strong belief that the activities of another individual may source positive impacts for his/herself. On the basis of a positive relationship between trust and brand loyalty, we proposed the following hypothesis;

### ***H3. Trust has a positive and significant impact on brand loyalty***

#### **Research Methods**

This was an empirical investigation of the factors that influence brand loyalty for Samsung mobile users of Pakistan. The study was completed by using primary data. A survey instrument was developed from the related literature on the basis of required items of respective factors. At the initial stage, the survey questionnaire was confirmed through a pilot study. The reliability of the pilot study was found as 0.713 that is considered as a good reliability. While the reliability of every factor was satisfactory. In addition, the validity of the questionnaire was also confirmed from field experts and university professors. After confirming such important assumptions of reliability and validity, we further continued the questionnaire for the main study. The study concentrated the Samsung mobile users throughout of Pakistan. A random technique for sample collection was adopted in a proper way. Initially, 600 survey questionnaires were distributed among the respondents. Out of 600, 370 samples were returned back with a response rate of 61%. In the last, in total 360 valid questionnaires were utilized after data cleaning and screening.

#### **Analysis of Data**

The process of analysis of data was accomplished through an application of Statistical Package for Social Sciences (SPSS) version 25.0 version. The necessary statistical test were conducted to get the suitable results.

#### **Respondents' demography**

The respondents' demography shows that 63% (n=230) participants were males against 36% (n=130) of females. Main stream of respondents were 36% (n=130) having the 21-25 years of age whereas only 11% (n=40) were 31 years of age and above. Similarly, 50% (n=180) participants were employed and 19% (n=70) were unemployed. In the last, concerning to province of respondents, a majority of respondents 30% (n=110) were from Sindh province whereas, a minority 13% (n=50) of respondents taken part from Balochistan and others provinces of Pakistan (Table 1).

**Table 1:** Demography of respondents (N=360)

	Category	Frequency	Percent
<b>Gender</b>	Male	230	63.89
	Female	130	36.11
	<b>Total</b>	<b>360</b>	<b>100.0</b>
<b>Age</b>	15-20	90	25.00
	21-25	130	36.11
	26-30	100	27.78
	31 and above	40	11.11
	<b>Total</b>	<b>360</b>	<b>100.0</b>
<b>Status</b>	Student	110	30.56
	Employed	180	50.00
	Unemployed	70	19.44
	<b>Total</b>	<b>360</b>	<b>100.0</b>
<b>Province</b>	Sindh	110	30.56
	Punjab	70	19.44
	Balochistan	50	13.89
	KPK	80	22.22
	Others	50	13.89
	<b>Total</b>	<b>360</b>	<b>100.0</b>

***Descriptive statistics and reliability assessment***

We found a maximum range for mean 3.666 while, a minimum range was noted as 3.239 (Table 2). Moreover, a maximum range for standard deviation noted as 1.189. In opposite to it, a minimum range of standard deviation was observed as 1.009 (Table 2). Apart from that, an overall reliability was noticed as 0.883 while, a reliability of every separated factors was observed in satisfactory scores (Table 2).

**Table 2:** Descriptive statistics and Cronbach's alpha

No.	Variables	M	SD	A
1	Brand loyalty	3.239	1.123	0.889
2	Customer satisfaction	3.340	1.189	0.857
3	Services	3.567	1.093	0.813
4	Trust	3.666	1.009	0.797

Note: M=mean; SD= standard deviation;  $\alpha$  =Cronbach's alpha reliability

### Hypotheses confirmation

To confirm the proposed hypotheses we applied two tests such as Multiple Regression Analysis and Pearson's correlation properly. The scores of data analysis show that ( $r = 0.464^{**}$ ;  $\beta = 0.292$ ;  $t = 6.210$ ;  $p < 0.01$ ) (Table 3 and 4). Therefore; hypothesis H1 was supported. In a similar way, weights of such test highlight ( $r = 0.471^{**}$ ;  $\beta = 0.355$ ;  $t = 8.322$ ;  $p < 0.01$ ) (Table 3 and 4) a significant and positive association between services and brand loyalty. As a result for such weights, H2 was accepted by the data. In the last, for H3 weights pointed out ( $r = 0.399^{**}$ ;  $\beta = 0.268$ ;  $t = 4.503$ ;  $p < 0.01$ ) (Table 3 and 4) a positive significant correlation between trust and brand loyalty. Thus, H3 was also supported.

**Table 3:** Pearson's correlation (N=360)

Variables	1	2	3	4
1 Brand loyalty	---			
2 Customer satisfaction	0.464 <sup>**</sup>	---		
3 Services	0.471 <sup>**</sup>	0.432 <sup>**</sup>	---	
4 Trust	0.399 <sup>**</sup>	0.496 <sup>**</sup>	0.391 <sup>**</sup>	---

<sup>\*\*</sup> Correlation is significant at the 0.01 level (2-tailed).

<sup>\*</sup> Correlation is significant at the 0.05 level (2-tailed).

**Table 4:** Multiple regression analysis (N=360)

Independent variables	$\beta$	t- value	Sig.
Customer satisfaction	0.292	6.210	0.000
Services	0.355	8.322	0.000
Trust	0.268	4.503	0.001
F value		123.719	
R <sup>2</sup>		0.559	
Adjusted R <sup>2</sup>		0.549	

Dependent variable: Brand loyalty

Note:  $p^* < 0.10$ ;  $p^{**} < 0.05$

### Conclusion

The purpose of the present paper was to investigate the factors affecting brand loyalty for Samsung mobile users of Pakistan. The study was cross-sectional in data collection and time horizon perspectives. We developed a conceptual framework in which a conceptual



model was also formed through the support of literature. We examined brand loyalty as a dependent variable while customer satisfaction, services and trust were investigated as predictor/independent variables. In addition to such factors, some demographic variables were also observed properly. The data was collected from common users of Samsung mobile through a survey questionnaire that was also developed from the related literature. Before going to collect the data of the full-scale study, we confirmed the questionnaire through reliability and validity. Statistical Package for Social Sciences (SPSS) version 25.0 for windows was applied for getting suitable results from the data. The internal consistency (reliability) among the items was observed as a good reliability. The overall of the study recommended that customer satisfaction, services provided by Samsung mobile, and trust have a positive and significant impact on brand loyalty among the Samsung mobile users of Pakistan. Such the positive results are associated with many researchers like Morgan and Hunt (1994); Selnes (1998); Tovikkai and Jirawattananukool (2010); Chaudhuri and Holbrook (2001); Hellier et al. (2003); Bontis et al. (2007); Awan and Rehman (2014) who found a positive and significant linkages among customer satisfaction, services, and trust towards brand loyalty in the different contexts in different times. In addition, our study favourably verified by a magnitude that brand loyalty may be broadened by developing satisfaction among customers and replication the buying of the same product/services as pointed out by (LaBarbera and Mazursky, 1983).

In conclusion, we investigated that the predictors such as customer satisfaction, services, and trust have a positive and significant impact on brand loyalty of Samsung mobile among Pakistani's. Such the positive outcomes may be occurred due to a strong satisfaction of customers for the loyalty of Samsung mobile brand. Maybe Samsung services may encourage participants to purchase the Samsung mobile. Moreover, the trust factor is more reliable and valid factor among the respondents through which participants were more motivated towards a brand of Samsung. The outcomes of the study may be beneficial to develop more trust, customer satisfaction for the brand loyalty of Samsung mobile phones.

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