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ANTECEDENTS OF BRAND LOYALTY: AN EMPIRICAL STUDY FROM PAKISTAN**MUHAMMAD RIZWAN****LECTURER****DEPARTMENT OF MANAGEMENT SCIENCES
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BAHAWALPUR****ABSTRACT**

The purpose of this research paper is to present the role played by the Brand commitment, brand trust, brand attachment, perceived quality and customer satisfaction. The present study was performed to illustrate the involvement of the cognitive and affective variables and also the variables of perceived quality and customer satisfaction in the building and formation of the brand loyalty. The scale is developed to measure the brand commitment, brand trust, brand attachment, perceived quality and customer satisfaction. The paper takes the forms of descriptive research. The current study used a sample of 150 customers from three different cities. The constructs in this study were developed by using the measurement scales which are taken from the past studies. The data was analysis by using SPSS. The tool of this study was evaluated for reliability. The result shows that these cognitive and affective variables are reliable. The result also shows that the brand trust has significantly impact on the brand commitment and also has a positive impact on brand loyalty. Further research in the article should try to examine the cognitive factors as a better knowledge. There are some limitations in this study and also the results of this studies indicates direction for adopting the further research which enhance the brand loyalty efficiently. The link of the perceived quality and brand loyalty needs to be investigated efficiently. The contribution of this research paper or article is that it provides the great important insights which played a magnificent role in the development and measurement of the factors or variables.

KEYWORDS

Brand loyalty, Brand trust, Brand commitment, Perceived Quality, Customer Satisfaction.

1. INTRODUCTION

For the marketing manager the developing and maintaining extended term relationship with customer's are important concerns. In this perspective, brand loyalty helps with improved accepting of the relationship of consumers and brand. Brand loyalty is a strategic purpose of marketing management particularly for consumer merchandise. As an issue of report winning a new customer becomes more and more uncomfortable and costly and it is regularly the loyal customer that pledges the growth at the survival of the brand. (Rosenborg and Czepiel, 1983).

Brand loyalty leads to greater market share when the same brand is continually purchased brand loyal customer (Assael, 1998). Brands have happen to so vital to customer at retailers that, over 1000 related research studies were conducted from around the world in nine years from 1980's to 1990's (Light, 1997).

Similarly additionally brand loyalty leading strength does not constrained to be a marketing instrument only, but also it goes in front of this page to achieve invention and their survival in the market. Brand is helps to establish the organizations success in a scale that is better to the ability of a new plant or procedural enhancement while structure a strong brand allows the business, even in the toughest times, to put up for sale its invention at far above the ground price. There exists three major approaches of brand loyalty; the behavioural approach attitudinal approach researcher combined equally the behavioural and attitudinal approaches. For their beneficiary based on fact brand loyalty involves concurrently. At the same time a recurring buying behaviour and a affirmative attitude on the road to the brand (Dick and Basu, 1994.) Brand is individual of the variables that establish the worth of the organizing and managing in the aggressive conditions. Brands as insubstantial property are the most valuable resources that companies have and its worth for the ultimate purchaser. Its functions and importance that plays a critical role in the development of customer preference. This document is deliberate to transmit out the effect brand commitment, perceived quality and customer satisfaction on the brand loyalty.

Brand loyalty has been conceptualized as a user basis create that is resolute equally by behavioural reaction and mental awareness in the present instance phase, as fine as in the former instance periods (Dick and Basu, 1994).a re-evaluate of the narrative reveal that there may be two pretty discrete approaches to investigating brand loyalty. One appears to estimate the express task of different determinants on the brand loyalty. The significant associations among trust and commitment and connectivity among attachment and commitment have been recognized in earlier brand executive studies (Chaudhuri and Holbrook, 2001; Carroll and Ahuvia, 2006; Harris and Goode, 2004;). frequent labelled commodities are now piercing into every turn of customer's everyday being. customers are connected to different and various significant meanings to brand when building a acquisition conclusion. faithful clients merely buy commodities or services of convinced brands.

Definition of devotion to brand contrast so an immense compact among researchers; therefore, individual can barely locate a solitary meaning approved ahead among them. For that cause, we will tackle an integer of definitions of a variety of researchers and authors who addresses and learn the issue of the reliability of brand. He was solitary of who was waged a concentration to the explanation of loyalty in the history; he had been authorized with establishing the foundation of allegiance. Jacoby and Chestnut defined trustworthiness to brand as partial behavioural reaction, articulated above instance by various conclusion building component in relative to single or supplementary of the alternatives contained by a well-built set thesis brand name (Jacoby and Chestnut). At nearby, it is broadly acknowledged that brand trustworthiness has an attitudinal and a behavioural factor close to it. Jacoby and Kyner (1973) have projected a designation of faithfulness that includes six essential circumstances. These are that brand name trustworthiness is the influenced behavioural comeback, by several executive item (a individual or cluster of people), with high opinion to one or more substitute brands away of a place of such brands, and is a task of emotional process. Bloemer and Kasper (1995) have considered the differences among (true) and (false) reliability (due to an apathy outcome). These authors have brought into being that true constancy implies, moreover recurring purchasing, a true dedication to the brand. Oliver (1997, 1999) has also evoked this concept of obligation in his study on satisfaction and brand loyalty affiliation.

Oliver (1999) distinct devotion as a profound interior assurance to repurchase the manufactured goods or package on an in progress source in the upcoming. On the former offer, Cunningham (2000) distinct loyalty as a proportion of generally purchases of a precise brand in contrast with other opponent brands. An amount of effects conclude brand name faithfulness. A purchaser develops product dependability merely as they acquire excellence manufactured goods or provision at the exact cost and formerly he gets it the client expects the equivalent from you. Now it is your liability to preserve the value at a sound value. You should also repeat them of the worth of their procure. Finally you should hearten them to purchase your creation or facility. Formulate yourself easily accessible and also develop your customer provision.

2. LITERATURE REVIEW

2.1. BRAND COMMITMENT

Kieslaer (1991) define the commitment as "the association that exists among an entity and its acts". Jonhson (1973) has conceptualized devotion as "the degree to which stroke is enthusiastic to the achievement of a contour of stroke". The integration devotion in the brand loyalty narrative contributes to a enhanced accepting of this occurrence and spreads its description away from its behavioural facet (Samuelson and Sandivik, 1997). Researchers in the customer performance region have adopted to notion to describe the constancy of the preference and the conflict to the convincing statement (Beatty et al., 1988; Ahluwalia et al., 2001).

In the union hypothesis and affiliation advertising fields, researchers emphasize the dual character of commitment; they differentiate among a calculated (designed) commitment and an effective (valuable) commitment (Allen and Meyer, 1990; kumar et al., 1994; Morgan and Hunt, 1994). Designed devotion express the scope to which user "sustain dependable purchase performance as stretched as remuneration close to the brand surpass the expenses switching to an additional product (Amine, 1998). The customer's attitude in the authority of the product (McQueen et al., 1993). The former variety of the commitment, which is general in the literature, is affective commitment. It is foundation on the delight to retain a bond with a colleague and on the expansion of touching affection. As of the customers viewpoint, of these two views of brand commitment, emotional commitment is the mainly efficient aspect on the predicting the keenness to continue the similar purchasing behaviour.

H1: Brand commitment has significant positive effect on brand loyalty.

2.2. BRAND TRUST

Trust is "the user assumption that the brand as embodied unit, commit itself to have a conventional act, in agreement with his anticipation, and to keep up this course in the distance end to end". Gurviez, 1998, 2002).belief has established to be a considerable forecaster of commitment (Frisou, 2000; Hess and Story, 2005). Brand trust has two mechanisms which are the most effective and efficient; here are the instruments, cognitive and affective. The cognitive element of trust refers to integrity. It can be originate as consumers regard as convincing the information on the product, its presentation, and its talent to gratify them. The affective constituent of trust is reliability. It is the customer's evaluative judgments interrelated to brand motivation on the road to them (Gurviez, 1998).reliability seems to manipulate certainly affective commitment and pessimistically designed commitment (De Ruyter et al., 1998).

H2: Brand trust has a positive effect on the brand commitment.

H3: Brand trust has positive effect on brand loyalty.

2.3. BRAND ATTACHMENT

Brand attachment can be measured as "a mental variable that refers to a tough and inalterable (The departure is hurting) sentimental response on the way to the band and the express correlation of emotional closeness with this individual" (Lacoeuilhe, 2000). In gap with the different factors causal to the justification of brand loyalty development, attachment allows secretarial for the intentionality of repetitive buying behaviour.

Brand affection influences the behavioural aspect of devotion in the course of brand assurance. This shows that the fondness urbanized by the buyer in the direction of the brand name, be able to be materialized as a fascination in the alternative and the buy of this product. Additionally, brand attachment happens as a part of affective commitment just before to the brand (Aaker, 1991; McQueen, 1993; Amine 1998).

H4: Brand attachment has a positive impact on brand commitment.

2.4. PERCEIVED QUALITY

The academic analysis perceived quality as confidential and biased. (Anderson and Sullivan, 1993; Chen, 2001; Olsen, 2002). Oliver's (1999) description of perceived quality is a universal customer termination of the authority of the invention or provision integrating buyer anticipation and perceptions. Complimentary customer package perceptions go in front to improved fulfilment (Anderson and Sullivan, 1993; Fornell et al., 1996; Olsen, 2002). Since Oliver (1999) suggest, noticeable quality is in the mind and lead largely satisfaction, which is an efficient reaction.

H5: Perceived quality has a direct positive impact on brand loyalty.

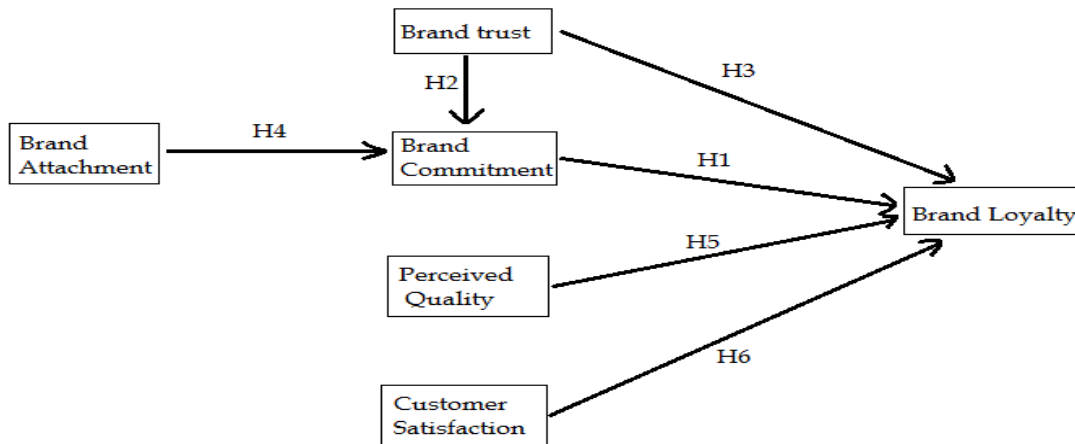
2.5. CUSTOMER SATISFACTION

In excess of the duration, abundant definitions of satisfaction have been worn in the market regulation. Giese and Cote (2000, p. 15) come to an end that the broad difference in defining the agreement of satisfaction is finest submissive in their explanation of satisfaction as " a outline sentimental reaction of shifting focus with a immediate particular face of purpose and limited time concentrating toward vital points of merchandise achievement and utilization.

We conceptualize satisfaction as a consumer's generally assessment of manufactured merchandise or facility in conditions of whether that manufactured merchandise or facility has met their requirements and prospect.

H6: Satisfaction has a direct positive impact on brand loyalty.

PROPOSED MODEL FIGURE 1:



3. METHODOLOGY

The research of the study is descriptive research. In the Descriptive research the specific situation and phenomenon are discuss and described. Instead of interpret the judgements, the research is used to explain the existing circumstances effectively (Creswell, 1994).The main vision of the descriptive research is to test the postulated hypothesis that reflects and shows the current set-up and focus on the past or current. Through the descriptive research the past and present situations can be described efficiently and effectively (Kumar 2005)

3.1. SAMPLE/DATA

To know the situation about the adoption and taking of the brand loyalty, sample is required. Without taking the sample no information and perceptive about the situation is done. In order to collect the data for understanding the situation of taking up of the brand loyalty, a sample of 200 respondents will ask to participate the in a self-administered questionnaire. The population for the current research is consumer in Pakistan.

The current study utilizes a non-sampling technique that is convenience sampling. Expediency sampling is the technique that obtains and gathers the relevant information from the sample or the component of the study that are conveniently available (Zikmund, 1997).through the expediency sampling technique the large numbers of surveys and information is collect. Expediency sampling is usually used for the collecting and gathering a large number of completed surveys hasty and economically (Lym et al., 2010).

For developing confidence in the survey results and making results representative, it is highly significantly important that a large number of participants are selected. By selecting the large number of participants the completed surveys are collect effectively. The sample size which is taking in our study is 150.This proposed sample size is quite good as compared to the several previous studies on the same topic. It is proved and ensured that the sample members posses two main qualification to participate in the self-administered surveys. First the sample member should be enough in income and having the knowledge about the functions of the cell phone. Second they never used this cell because in the case of experience regarding using cell, it definitely influences the attitude of the respondent.

We choose these sample members and participants from the different metropolitan cities of Pakistan. The two main clusters like working professionals and university students will target to assemble the sample data. The selection of the working professionals and students are based on the previous results of the studies of brand loyalty.

3.2. INSTRUMENT AND SCALES

The survey instruments of the current study concentrate on two most important purposes: Firstly to analyze the relationship of the different variables in the taking up of the brand loyalty. Secondly to accumulate information about the different features of the respondents that can be used to recognize the variations in the different categories. The survey instruments contain two phases. Phase 1 includes the different delicate and demographic variables. This determination will obtain the respondent's information about gender, age, income, education and status.

Phase 2: includes the vital variables that are central in the current study. These variables have much importance in the relevant study. The study reflects the past literature. These variables include brand loyalty, brand commitment, brand attachment, brand trust, perceived quality and customer satisfaction. This section of study which relates to the variables is developed and based on the already used questionnaire and the past research (Table 2)

The scale which lies in this study were taken and adopted from the previous published research and past literature. The variable brand loyalty has seven items and scales which have taken Jacoby (1971) Dick and Basu (1994). Brand attachment has four items and scales were taken from Lacoecilhe (2000) Cristau (2001,2006).Brand commitment has five items and scales were taken from Brand Robertson (1976) Morgan and Hunt(1994).Trust has five items and scales were taken from Gurviez (1998) Gurviez and Korchia (2002).Perceived quality has three items and scales were taken from (McConnell, 1968).Customer satisfaction has two items and scales were taken from (Bennett, Härtel, and McColl-Kennedy, 2005; Chaudhuri and Holbrook, 2001).

TABLE 2: SCALES OF THE STUDY

NO.	Variables	Items	References
1	Brand Loyalty	1. I intend to buy Iphone in the near future. 2. I intend to buy other products of Iphone. 3. I consider Iphone as my first choice in this category. 4. The next time I need Iphone, I will buy the same brand. 5. I get good value for my money. 6. I say positive things about Iphone to other people. 7. I will not buy a other brands if Iphone brand is available.	Jacoby (1971) Dick and Basu (1994)
2	Brand attachment	1. This iphone is very dear to you. 2. You feel emotionally connected to the iphone. 3. You are very attached to this iphone. 4. You have a bond with this iphone.	Lacoeuilhe (2000) Cristau (2001, 2006)
3	Brand commitment	1. I usually tell my friends that is a great iphone brand to work for 2. I really care about this iphone brand 3. I am proud to tell others that I am part of this iphone brand 4. It would take very little to cause me to leave this iphone brand. 5. For me this is the best of all possible mobile brands to work for.	Robertson (1976) Morgan and Hunt (1994)
4	Brand Trust	1. I trust this brand. 2. I rely on this brand. 3. This brand is safe. 4. Brand that meets my expectations. 5. This is an honest brand.	Gurviez (1998) Gurviez and Korchia (2002)
5	Perceived quality	1. Iphone is so of high quality. 2. The likely quality of iphone is extremely high. 3. The likelihood that iphone is reliable is very high.	(McConnell, 1968)
6	Customer satisfaction	1. Overall, I am satisfied with specific experiences with the iphone. 2. I am satisfied with my decision to purchase to iphone.	(Bennett, Härtel, and McColl-Kennedy, 2005; Chaudhuri and Holbrook, 2001)

3.3 PROCEDURE

The questionnaire was distributed amongst 200 respondents in Bahawalpur, Multan, and Lahore. The respondents in which questionnaire was distributed are selected based on the criteria above mentioned in the table. Before giving the questionnaire the main purpose and aim of the study and questions were explained to the respondents so that they can easily fill the questionnaire with relevant response. The questionnaire was filled by the respondents with relevant response. A total of 150 questionnaires were selected in which the respondents filled the questionnaire with related response and the rest of the questionnaire was not integrated in the further testing due to incomplete, irrelevant and illogical response. The irrelevant responses are not included in the study because it causes irrelevancies in the study. After collecting the concluded questionnaires, these questionnaires were coded and entered into the SPSS for regression analysis.

3.4 RELIABILITY ANALYSIS

Overall Cronbach's alpha of over variables are more than acceptable and recommended value 0.50 by Nunnally (1970) and 0.60 by Moss et al. (1998). This shows that 26 items were reliable and valid to measure the opinions of the consumers towards the brand loyalty.

TABLE 3: RELIABILITY OF MEASUREMENTS INSTRUMENT

Scales	Items	Cronbach'Alpha
Brand Loyalty	7	0.841
Brand attachment	4	0.750
Brand commitment	5	0.739
Customer satisfaction	2	0.687
Perceived quality	3	0.781
Brand Trust	5	0.749

4. RESULTS AND ANALYSIS

4.1 PROFILE OF THE RESPONDENTS

Personal and demographic information such as gender, age, income, education level and status are shown and presented in the following table. In this table the above information are presented with its categories, frequencies and percentages.

TABLE 4: PROFILE OF THE RESPONDENT

Variable	Category	Frequency	Percentage
Gender	Male	75	50.0
	Female	75	50.0
Age	18-25 years	145	96.7
	26-35 years	5	3.3
Education	Bachelor	2	1.3
	Master	136	90.7
	MS	12	8.0
Income	Below 15000	144	96.0
	15000-25000	3	2.0
	35000-45000	3	2.0
Status	Student	145	96.7
	Employee	3	2.0
	Unemployed	2	1.3

4.2 HYPOTHESIS TESTING

4.2.1. BRAND COMMITMENT AND BRAND LOYALTY

According to the results of the study, the variable of Brand commitment has a significant positive relationship with brand loyalty. Specifically the brand commitment has a significant positive relationship with ($\beta=0.215$) and ($p < 0.01$).That means the brand commitment contribute more than 21% to brand loyalty. Results of the current study validate the H1.

4.2.2. BRAND TRUST AND BRAND COMMITMENT

The regression result of the study confirms the positive relationship between brand trust and brand commitment. Particularly the brand trust has positive impact and relationship with brand commitment. The brand trust has positive relationship with ($\beta=0.506$) and ($p < 0.01$).Brand trust contributes more than 50% to the brand commitment. The Results of the study authenticate the H2.

4.2.3. BRAND TRUST AND BRAND LOYALTY

Regression analysis of the brand loyalty shows and presented that there is a significantly positive relationship between brand trust and brand loyalty with ($\beta=0.302$) and ($p < 0.01$).The results recommend that the brand trust contributes more than 30% to the brand loyalty. The result of the study support H3.

4.2.4. BRAND ATTACHMENT AND BRAND COMMITMENT

The regression result of the study confirms the significant positive relationship between brand attachment and brand commitment with ($\beta=0.634$) and ($p < 0.01$).According to these results brand attachment contributes more than 63% to the brand commitment. These results of the study authorize H4.

4.2.5. CUSTOMER SATISFACTION AND BRAND LOYALTY

According to the result of the study the variable of the customer satisfaction has a significant positive relationship with ($\beta=0.220$) and ($p < 0.01$).Results of the current study certify the H5.

4.2.6. PERCEIVED QUALITY AND BRAND LOYALTY

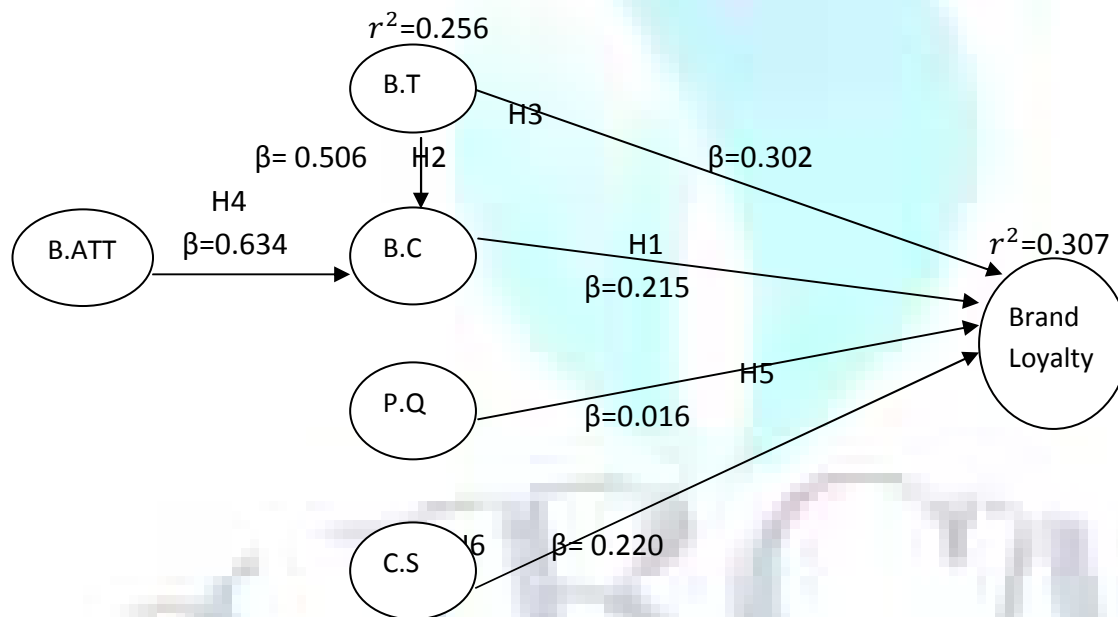
While taking into consideration the significance between perceived quality and brand loyalty, the results of the recent study shows no significant relationship between these two variables.

According to the results, there is no significant relationship between perceived quality and brand loyalty with ($\beta=0.16$) and ($p > 0.05$).Results of the study legalize the H6.

TABLE 5: REGRESSION RESULTS

Hypothesis	Model variables	Estimate	S.E.	C.R.	p	Results
H1	B.L ← B.C	0.215	0.132	2.656	0.009	Supported
H2	B.C ← B.T	0.506	0.081	7.130	0.000	Supported
H3	B.L ← B.T	0.302	0.154	3.655	0.000	Supported
H4	B.C ← B.C B.Att	0.634	0.073	9.966	0.000	Supported
H5	B.L ← P.Q	0.016	0.174	0.207	0.837	Unsupported
H6	B.LB ← B.L C.S	0.220	0.284	2.931	0.004	Supported

FIG. 2: STRUCTURAL MODEL RESULTS



5. DISCUSSION

Overall we find support for the postulated and tested hypothesis in our proposed model. Understanding and supervision of brand loyalty is particularly significant in consumer goods industries. Questionnaire contained two parts, first part of the study is related to demographic profiles and second part consisted of brand trust, perceived value, and brand loyalty. The tool was evaluated for reliability and validity. The results showed that the outline of brand trust, perceived value, and brand loyalty is a valid and reliable instrument. Data collected through the survey questionnaire were analyzed using SPSS.

Brand commitment leads to a repetitive buying behaviour of this brand. The approach adopted in this research takes into description of the behavioural considerations developed in the traditional theories as well as the attitudinal factors existing in the commitment. Commitment to the brand is a determinant aspect to reach the true brand loyalty. The relationship between the brand commitment and the brand loyalty is very significantly. The models which fit in brand commitment as a fundamental component of brand loyalty allowed a superior knowledge of the cognitive and affective factors in the pattern of this Phenomenon.

The factors which have a direct influence on brand loyalty are brand trust, customer satisfaction while the effect of the variable perceived quality would come as no surprise to the researchers. The relationship between the perceived quality and brand loyalty is not significant. The findings of the researchers conclude that perceived quality has no significant impact on the brand loyalty. The relationship between customer satisfaction and brand loyalty come as a surprise to the researchers. The researchers find that customer satisfaction has a highly significant effect on the brand loyalty. Dependable with past outcome from consumer studies, the pattern of results reported here suggests that satisfaction is antecedent to brand loyalty, at least in the Chinese context studied. When consumers visit retailing service stores, they are more likely to be satisfied with the outcome, which leads to improving brand loyalty.

The association between customer satisfaction and brand loyalty has been fine researched in consumer markets; focusing generally on quick affecting consumer goods (Fournier and Yao, 1997). Brand attachment has a significant positive impact on the commitment. The findings of the current study illustrate that there is a positive connection between brand attachment and brand commitment. Brand attachment results from the character played by the brand in maintaining consumer personality. Without a doubt, the brand constitutes a way of communicating about one's self-concept. When the brand is exciting with positive emotions, consumers become attached to brand, mainly when these emotions are correlated to live events or dear persons. Brand Attachment reflects the desire to retain, through the utilization experience, an emotional relation with some persons or satisfying situations (Lacoeuilhe, 2000). This issue shows that the liking developed by the consumer towards the brand, can be take place as a fixation in the selection and the purchase of this brand.

Brand trust is the most important factor which shows a significant positive direct impact on the brand loyalty. The findings of the current study conclude that there is a significant positive relation among brand trust and brand loyalty. Brand trust could accomplish brand loyalty through the formation of a highly valued exchange relation and to make consumers have the intensity of commitment to the brand psychologically and to share some information about his or her tastes, preferences, and behaviour (Chaudhuri and Holbrook, 2001), and this is the role of motivator factor. Additionally the brand trust has also a positive effect on the brand commitment. There must be a significant positive relationship between brand trust and brand commitment.

6. LIMITATIONS AND MANAGERIAL IMPLICATION

Based on the results of this study, decision maker have to pay equal or even more concentration to strategies and Measures that primarily help to build brand loyalty, such as corporate characteristics strategies, personal Communication, and merchandising. Marketers should, thus, take careful consideration of brand factors in the improvement of brand loyalty. This study and their results have several limitations and also indicate directions for further research. The primary limitation of this research is that it explores only one-product category, potentially limiting the generalizability to other domains. In General, findings of this research should be virtual with different product categories and brands.

Overall, we still need to develop a more detailed understanding, managing of the association between brand loyalty and other relationship marketing related variables. Overall, we still need to develop a more detailed understanding of the relationship between brand loyalty and other relationship marketing related variables such as brand experience. Comparable with several other studies, the sample size used in this study is considered very small it may be in large scale. The results of the study must, therefore, be treated with caution. The study can be strengthened by increasing the sample size and as well as participants in other environmental areas.

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