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EFFECT OF CUSTOMER SATISFACTION ON BRAND LOYALTY: A STUDY ON MICROSOFT LUMIA**ANJAN KUMAR JENA****RESEARCH SCHOLAR****DEPARTMENT OF BUSINESS ADMINISTRATION****FAKIR MOHAN UNIVERSITY****BALASORE****DR. DURGA SHANKAR SARANGI****READER****RAMADEVI WOMAN'S (A) COLLEGE****BHUBANESWAR****SAPAN KUMAR PANDA****LECTURER****S. D. WOMEN'S COLLEGE****RAJGANGPUR****ABSTRACT**

The purpose of the study is to find the effect of customer satisfaction of urban customers on brand loyalty. Although a lot of studies have been done in this regard but a very few studies have been done in the context of smart phones. The present study is a descriptive study which is also empirical in nature. Data was collected from 220 Microsoft Lumia customers in Balasore city of Odisha. In the present study we have used single linear regression and all the analysis were done by using SPSS software ver. 20. The findings of the study have practical implications for different smart mobile phone brands to achieve customer delight for brand loyalty.

KEYWORDS

linear regression, maximum likelihood method, smart phone.

INTRODUCTION

Liberalization, Privatization and Globalization has entirely revolutionized the business scenario in India. The telecom sector in India is experiencing a rapid growth and which is also a driving force for the increase in entry of different multinational cell phone brands, in the country. Today cell phone is even at the reach of common man and has become an integral part of our day to day life. The Indian Government is taking all essential steps to facilitate e-Governance for efficient, effective, transparent and time bound delivery of different services and in these context smart phones has a very important role to play. Taking advantages of the huge market potential, multinational brands are very much positive about India. Multinational brands are facing a tuff competition over their domestic counterparts. Domestic players like LAVA and MICROMAX, who have a better understanding of Indian market, are doing great business in India, which is evident from their up surge sales figure. Not only domestic players but also Chinese players, who have a cost advantage, also pose a threat to established multinational brands. In this context the present paper aims to study the effect of customer satisfaction on brand loyalty in Microsoft Lumia brands in India.

LITERATURE REVIEW

Miryala (2011) in their study on customer commitment & loyalty in the context of mobile phone in Indian market mentioned that brand image positively influence the customer satisfaction, commitment and brand loyalty. Jena (2012) in his study on cellular services outlined the importance of customer satisfaction in determining brand loyalty. Nawaz & Usman (2011) their study on telecommunication sector found that service quality is an important determinant of brand loyalty. Said (2014) made a study on Malaysian students in the context of mobile phone brands mentioned that brand satisfaction, brand loyalty, perceived brand quality, perceived brand equity, and repurchase intention are positively correlated. Ahmad & Sherwani (2015) in their empirical study on University students, in the context of mobile phone brands in Delhi and adjoining area mentioned that customer satisfaction has an overall effect on brand Loyalty. Brands and its study have been at the centre stage in marketing and a lot studies has already been done on it. Different authors have reviled new dimension in branding and have enriched mark literature. American Marketing Association, (2007) have highlighted on the identification aspects of branding. Similarly Crainer (1985) has contributed significantly on the legal aspects of branding. According to Bauer (1960) Branded products reduces perceived risk from the customer prospective. Kapferer (1992) reviled six new dimensions of Brand identity, which is a very useful tool to position the Brand. Similarly Martineau (1959) has highlighted on the image aspects of Brands. Aaker (1997) in her seminar article made a detailed studied study on personality aspects of Brands and developed a valid and reliable scale to measure the Brand personality. A lot of studies have been done by different authors Jana et al. (2014), Dolatabadi et al. (2012) to find the applicability and validity of the scale. Again Asperin (2007) and Jana et al. (2015) made a study on the extension of Brand personality concept known as brand personality congruence. Similarly Brand loyalty and customer satisfaction are the two very widely studied construct in the context of consumer Behavior. This paper aims to re examine the effect of customer satisfaction on brand loyalty in the context of smart phone brand.

OBJECTIVES OF THE STUDY

Although customer satisfaction and brand loyalty are two very important and widely studied constructs. From the review of literature we found that no study has been done in the context of smart phone brands like Lumia which is having a Microsoft application and is significantly different from Android applications. The present paper aims to study the effect of customer satisfaction on brand loyalty in the context of Lumia brands in India.

HYPOTHESIS

From the review of literature and assuming linear relationship between customer satisfaction and brand loyalty, it is hypothesized that customer satisfaction has an effect on brand loyalty.

DATA AND METHODOLOGY

For the purpose of the study, we have used convenience sampling approach and data has been collected from different mobile shops in different parts of Balasore city. Structured questionnaires were distributed near mobile shops, service centre and mobile recharge shop.

Questionnaires were distributed on Sundays from 5 PM to 8 PM, and filled in questionnaires were collected from their residence after a week. Some participants initially disagreed to participate in the study, who were latter convinced, while others positively agreed to participate in the study. For the purpose of study we have adapted measures that were already validated and also exhibited appropriate reliability. In our study we have adapted Oliver (1997), to study customer satisfaction and Oliver (1999) to study brand loyalty. Likert’s five point scale was used, where 1 stands for totally disagree and 5 stands for totally disagree.

RESULTS & DISCUSSIONS

The sample profile of the respondents comprised of 63% of male customers and 27% of the female customers. Out of the total respondents, students comprised of 48% followed by, employed people, businessmen and housewife. Similarly the majority of the respondents belonged to the urban followed by the semi urban people. Although we have adapted measures in our study that have already displayed appropriate validity and reliability but these have again been studied in the present paper. To check the content validity, questionnaires’ were sent to 7 subject experts and with little modification the questionnaire was validated. Similarly to check the reliability we have used the cronbach’s alpha method. To calculate the reliability statistics we have used the SPSS Ver. 20 software. The cronbach’s alpha value for customer satisfaction was 0.937 (Table:1), and and for brand loyalty was 0.840 (Table:2) both the values were above the cut off value of 0.7 as suggested by Hu and Bentler (1999)

TABLE 1: RELIABILITY STATISTICS (Brand Loyalty)

Cronbach's Alpha	Number of Items
.937	5

TABLE 2: RELIABILITY STATISTICS (Customer Satisfaction)

Cronbach's Alpha	Number of Items
.840	5

TABLE 3: MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.504 ^a	.254	.250	.65140

a. Predictors: (Constant), satisfaction

TABLE 4: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.993	1	27.993	65.970	.000 ^b
	Residual	82.320	194	.424		
	Total	110.312	195			
a. Dependent Variable: loyalty						
b. Predictors: (Constant), satisfaction						

TABLE 5: COEFFICIENTS^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.385	.268		8.916	.000
	satisfaction	.598	.074	.504	8.122	.000

a. Dependent Variable: loyalty

Before applying simple regression analysis we have checked that there is no violation of normality by performing Durbin-Watson Test. From Table: 3; with R value 0.504, indicates that significant correlation exist between customer satisfaction and brand loyalty. The R² value of 0.254 implies that customer satisfaction is an independent variable and can explain 25% of the variation of the dependent variable i.e. Brand Loyalty. Similarly from table:4; we come to the conclusion that the regression model predicts the brand loyalty i.e. the dependent variable, in our study. The P- value is less than 0.05(Table: 5) which implies that the overall model is statistically significant. So we come to the conclusion that Customer satisfaction predicts Brand Loyalty.

CONCLUSION

Although customer satisfaction effects brand Loyalty, but customer satisfaction can only explain less amount of changes in the dependent variable i.e. brand loyalty. So we come to the conclusion that, although customer satisfaction is predictor of brand loyalty but there are other factors which needs careful examination and should be studied by future researchers. Further future researchers are encouraged to study different brands in different context, so that other important area can be revealed, which will be of strategic importance to marketers and academicians as well.

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