

IMPACT OF BRAND LOYALTY ON CONSUMER BUYING BEHAVIOUR

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ABSTRACT: *In this article investigation on the relationship between consumer satisfaction and brand loyalty is done. It defines about brand loyalty, a distinction is made between brand loyalty and purchasing behaviour. Descriptive study is done in order to find out the relationship between the brand loyalty and buying behaviour of consumers. It is hypothesized that in some way a moderate effect of the amount of elaboration upon the relationship between consumer satisfaction and true brand loyalty is expected and found while some other effects are found indicating that the relationship between consumer satisfaction and brand loyalty is not simple and straight forward.*

Key Words: *Brand Loyalty, Customer satisfaction, consumer behaviour, marketing strategies.*

Introduction

Brand loyalty is a behaviour pattern of consumer where consumers get committed to particular brands and the same brands are purchased repeatedly over time. Loyal customers used to purchase products consistently from their preferred brands without keeping in mind about their convenience and price. In order to cultivate loyal customers companies often use different marketing strategies, which includes loyalty programmes like reward programmes or trials and incentives such as samples and free gifts. In a competitive marketplace, brands need to maintain continuous meaningful engagement in order to identify consumer needs and expectations. Brands are most successful when they address emotional values that are important to their target customers. When the value identification is correct, it leads to more customer engagement and higher numbers of repeat customers. High repeat customer rates lead to higher profits for brands.

As a rule, companies with strong brands and competitive cultures expect more than a modicum of brand loyalty from their employees and contractors. Back when IBM was in the personal computing business, it didn't like outside consultants bringing in Dells. Before America's auto companies went bust, visiting sales people were smart enough not to drive a Toyota rental to a Chrysler lot. Many Japanese, European, and Indian companies bring comparable competitive spirit to their enterprise.

But with employment opportunities tight and economic recovery slow, a profound organizational transformation is taking hold. "Loyalty to the brand" is mutating into "Living the brand." Brand values — not just brand value — are seen as core competitive differentiators. As authenticity, accountability, and social responsibility are increasingly celebrated as essential enterprise virtues, firms will increasingly push their people to live, not just use their brands. The lines between workplace and lifestyle further dissolve.

Review of Literature

1. Brand loyalty is becoming a very important element for marketers to gain profitability in competitive market. The main objective of the study is to determine the important elements and their contribution in making brand loyalty. This study shows an important and constructive relationship brand loyalty and the variables such as brand image, trust, promotion and customer satisfaction. The study uses the quantitative research with a sample size of 406 mobile phone users. After evaluation, it was found that the brand image plays a very important role and has a highest contribution toward dependent variable. **(Tabish Muhammad, Furqan Syed, Afshan Hussain and Afshan Saher, 2017)**
2. Customer satisfaction and brand loyalty are two of the major marketing goals for most companies. Consumer loyalty is being considered to be a multidimensional phenomenon. The study looks at the impact of customer satisfaction on brand loyalty for durable goods. The research uses primary data and for the same a survey was conducted through a well-structured questionnaire. The answers of 300 middle class people were recorded and it was found that the customer satisfaction affects the brand loyalty in a significant way. **(Awan Abdul Ghafoor and Rehman Asad-ur 2014)**

3. This study explores the brand loyalty focusing the special part of Punjab of Pakistan. The study explores the major variables and relationships of brand trust, brand credibility, service quality, customer satisfaction, brand image. The study uses primary data by distributing questionnaires to 150 students. This study talks about some scales to analyse the data. Some of these analyses are reliability analysis regression analysis. The study shows that customer satisfaction, brand credibility and service quality have positive effect on the loyalty of a customer towards brand. **(Hashmi Faiq Kamal Haider, Khalid Faizal, Akram Muhammad Ammar, Saeed Usman, 2014)**
4. Brand loyalty and customer loyalty are two very important concepts in marketing. Brand loyalty is a behavioural response which is biased in nature. It shows a continuous repurchase pattern and positive affection of a customer towards the brand. Customer loyalty defined by Oliver is a deeply held commitment to re-buy or re-patronise a preferred product or service consistently in the future despite situational influences and marketing efforts having the potential to cause switching behaviour. This study discusses the academic research and the difference between the brand loyalty and customer loyalty, and the methodology used by researchers. **(IshakFaridah, Ghani Noor Hasmini Abd., 2013)**
5. Attaining brand loyalty has become very important in today's age but it has become more complex to gain. This study explores the brand loyalty as an important factor in the competitive age. The paper looks at different factors which affect brand loyalty in a developing country. The paper focuses on the some of the major aspects of brand loyalty such as Brand Knowledge, Brand Name, Product Quality and Brand Trust. The study uses sample size of 300 out of which only 266 questionnaires were reviewed. The result of the study showed that all the aspects were significantly related to each other. **(Rehman Abdul, Zia-ur-Rehman Muhammad, Akhtar Waheed, 2009)**

Objectives:

- To find out the relationship between brand loyalty and consumer buying behaviour.
- To evaluate the trend of consumers product selection.
- To analyse the factors that affects the buying decision of consumers.

Hypothesis:

H_0 : There is no significant relationship between brand loyalty and consumer buying behaviour

H_1 : There is a significant relationship between brand loyalty and consumer buying behaviour

Consumer trends over product selection

Companies strive to deliver what consumers want by discovering the gap between their brands and customer ideals. If a product is less than ideal, customers may move on to a different brand. Product innovation is important for brand loyalty, but it is not enough to create a product or a series of products that offer solutions to consumer needs. Ongoing research is needed to find out not only how customers use the branded products but what features are missing. When brands don't pay attention to user trends, they lose their competitive edge. The internet plays a huge role in shaping consumer trends and presents an ongoing challenge for brands. In the internet age, most consumers do not have loyalty to any given brand. Instead, consumers can easily access a plethora of information online to help them make buying decisions based on a variety of factors. Some online retailers like Amazon.com have user reviews on the product listing page so that consumers can learn about product features and get brand recommendations from other users. With the wealth of information available, some people switch brands simply to experience different features. In the smart phone and tablet market, for example, many consumers try products from several different brands instead of remaining loyal to any one brand of device.

Factors affecting consumers buying behaviour

Brand Personality: Brand personality is a set of human characteristics that are attributed to a brand name. A brand personality is something to which the consumer can relate; an effective brand increases its brand equity by having a consistent set of traits that a specific consumer segment enjoys. It helps a company or organization shape the way people feel about its product, service or mission. A company's brand personality elicits an emotional response in a specific consumer segment, with the intention of inciting positive actions that benefits the firm.

Brand Identity: Brand identity is how a business presents itself to and wants to be perceived by its consumers. Brand identity is distinct from brand image. The former corresponds to the intent behind the branding: the way a company chooses its name; designs its logo; uses colours, shapes and other visual

elements in its products and promotions.

Brand Recognition: Brand recognition is the extent to which the general public or an organization's target market is able to identify a brand by its attributes. Brand recognition, also known as "aided brand recall," is most successful when people can state a brand without being explicitly exposed to the company's name, but rather through visual or auditory signifiers like logos, slogans, packaging, colours or jingles as seen in advertising.

Repeat sales: A purchase made by a consumer that replaces a previous purchase that has been consumed. Repeat sales often play a role in brand loyalty. If a consumer purchases and is happy with a particular brand of automobile, for example, he or she may purchase another car of the same brand when the time comes to replace the vehicle. The car dealership may send regular email messages and offers through the mail to keep the customer's interest in the brand.

Conclusion:

Due to market competition, there are more substitutes of products and services, so the study of brand loyalty and customer satisfaction is decisive.

Buyers might be unreasonable individuals who settle on choices not on based sane reasons. There will dependably be a hole in seeing how a basic leadership unit settles on a decision in market that offers a great deal of decisions.

Suggestions:

Based on the factors of the study, following suggestions are given below:

- Customer satisfaction companies should understand customer-specific needs, provide good quality products.
- Handle the customer complaints or problems in a friendly manner.
- Perceived good product performance is a key driver of brand loyalty and also significantly influences customer satisfaction.

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