# Impact of Brand Loyalty on Consumer Buying Behaviour
# (A Case Study of Footwear)

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## *Abstract*

*This research paper is about the factors of brand loyalty like Style of brand, Service Quality of brand, Consumer Attitude towards brand, Price of product, quality of product, store environment, promotion of the product. The independent variables were taken from below mentioned literature review .Then the questioner were made to check the hypothesis made from model. The data was collected from the random sampling. Then the data was processed through the SPSS and results were compiled and concluded.*

*Keywords: Branding, Loyalty, Footwear, Haripur, Pakistan.*

## Introduction

In Haripur, Footwear brands, for example, Bata, Service, Borjan, Heels, Italians, Hush Pupies, Metro, First Look, and Stylo are well known among footwear customers Footwear has turned into a typical and famous classification among youngsters. It is the expectation of the client that make him faithful to the brand and it appeared by its as often as possible buying. The reliable client yield the real bit of the benefit for the firm and it causes firm to find and create new clients and develop its piece of the overall industry. Increasingly over the clients who are faithful towards the brand are regardless of the quality appraisal of the brand.

Fulfillment of the client can likewise be check by coordinating their interest and accessible item's expense and cost. Inner improvement of the store like other client in the store, morals of the business drive, store structure, inside smoothness, Adour, reasonable temperature space between the presentation racks, shade of the store and assortment of the items greater affects client (Abraham-Murali and Littrell 1995). All these above notice factor can adjust the style of choice of the client and make them fulfilled (Rice-Evans, Miller et al. 1996).

It is required for each kind of organization to set up the better dimension of administration quality for improving the progression and making industriousness conceivable. Administration quality has been a functioning part for researchers to look into it (Grönroos 2001).

The accommodation of the store of the brands had important direction for obtain conduct. It shows that the simple access to this item/brand in the store is main issue while obtaining low association items. Customer won't pick the contender store for same brand. Rather, they will stop there and select some other brand (Wang, Lu et al. 2003).

## Literature Review

### Brand Loyalty

A few people wind up faithful based on their past experience and their past judgment, some turned out to be steadfast based on the reactions and the conduct amid buy time they feel, some stay with brand because of time that they go through with it, some like its element more determinant as contrast with other and some demonstrate their reliability based on its accessibility in the market when contrasted with its opponent image (Strieter, Polverini et al. 1995).

American Marketing Association portrays brand dedication as the penchant for continually acquiring the stock of indistinguishable producer from contradicted to going to various brands, or the dimension of picking up a specific thing, which has a spot with a similar creator (Moisescu and Bertoncelj 2010).

The devotion towards the brand depends on the expectations of the client to the brand and appeared by the over and over buy of the item. Which will in general increment in the amplification of the benefit to firm and furthermore helps in producing new client for the organization (Reichheld and Sasser 1990).

### Style

Perspective of customer about any brand can be made a decision by various ways. For example, how as regularly as conceivable purchaser use the brand, how visit customer buy the thing, his dependability with brand, etc. Brand dissatisfaction happens exactly when there is negative purchaser perspective towards brand. This negative attitude drives buyer to keep up a vital separation from certain brand (Santos and Keller 1993). Purchaser manners to expand the effect of factors, for instance, saw fit between a brand and its things and new thing that are related to watchman brand (Salinas and Pérez 2009).

Customer attitude towards expansion has advantageous result on thing mark picture and if purchaser perspective is low, it leads towards brand absence of mindfulness. Keller prescribed displaying to make a positive brand relationship for extraordinary outcomes and on later stage this brand alliance has constructive outcome on brand picture (Santos and Keller 1993).

### Product Quality

On the off chance that clients have wants for exceptional brands and are tended to repurchase items taking those trademarks, the trademarks more likely than not satisfied clients or beat different trademarks somehow or another. As a result of that, an organization needs to get obviously and find out about its clients to complete individual getting merchandise from store maintenance (Hoisington and Naumann 2003).

The general constrained stretch of time, item, is regularly utilized as the set aside in restricted stretch of time for a trademarks contributions, regardless of whether they be touchable items or distant administrations (Hellofs and Jacobson 1999). The nature of item properties is most imperative when the center contributions are touchable items. Item quality is frequently conceptualized in various fields and for various sorts of items. For instance, item quality is at times communicated just as item properties in showcasing and about cash (Wang, Lo et al. 2003).

### Brand Name

Customers buy products using brand name. Business writers underscore the collaboration of both significance and sound nature of the brand name, the educational composing essentially focuses on the impact of centrality (or semantic) commonality on brand audit. Little research has broken down the effects

of semantic characteristics on brand audit. The connection between phonetic attributes and memory (Lowrey and Dennison 2003).

The brand name impacts the evident intemperance of the things and attitude toward the brand. This investigation proposes to develop these past two examinations by concentrating, in inconspicuous component, on the effect of semantic qualities on brand name sufficiency. Broke down the effects of the sound used as a piece of a brand name on impact. This effect is coordinated by individual buyer characteristics and brand name deviation(Caldwell and Argo 2010).

**Price**

Cost is without a doubt increasingly vital factor for more customer which are cost cognizant. Then again customer with brand cognizant can pay a more expensive rate for their most loved brad, thusly cost can't influence their goal to buy (Foster and Cadogan 2000). Cost is the apparatuses of the essential promoting consideration and estimating quality could be determined based on the cost influences, net revenue, and different installments (Chintagunta, Bonfrer et al. 2002).

Purchaser who firmly accept on cost and esteem they contrast their longing image and other and examine their value (Vonrhein, Flensburg et al. 2011). The client which are faithful to any brand they can pay a more expensive rate for their chose image and not influenced by change in value (Kim, Yu et al. 2000). Purchasing at lower cost and to show signs of improvement esteem at deal cost is known as cognizance to the value. For the most part shopper contrasts the market cost along and their suggestive cost before choosing to visit a store (Sproles and Sproles 1990).

**Store Environment**

The most vital single flag in retail advertising is the earth of the store, it assume a fundamental job in store achievement. Vital component of the store are area of the store, store inside, and inner upgrade of the store, all these touch brand devotion up to some degree. So as to change the shopping style of the clients, area of the store and quantities of same brand stores assume an indispensable job. On the off chance that client feel simple to discover the store amid their choose time for the shopping. Hence condition of the store can change the conduct of customers about their shopping (Rice-Evans, Miller et al. 1996).

Slow and delicate music create more prominent deal since client attempt to invest more energy and cash in such condition. That condition of the store captivates client deductions about the store items, the social characteristics of the store condition gives clue about the nature of the store.

**Promotion**

Advancement comprises of individual selling, utilization of various methods of publicizing, attention and deals advancement. We can say publicizing is non individual introduction of thoughts, item, administrations, brands, organizations and stores. Promoting have particularly sway on demeanors, convictions and buyer observation and its impact on client buy intensions. (Rice-Evans, Miller et al. 1996). As per them advancement, explicitly through commercial, help to make recognition and situating in the psyche of clients just as additionally used to set up segregation of result of one organization with item or administrations of another organization that are putting forth same items.

A large portion of times advancement is utilized by the vast majority of organizations to help publicizing plans and to making open connection exercises. Rowley additionally inferred that advancement is key factor that control benefit and accomplishment of advertising and is essential basic of promoting blend that incorporates individual selling, advertising, sponsorships, and direct showcasing.

## Consumer Attitude

Purchaser general judgment of the brand is called client perspective. Perspective of customer about any brand can be made a decision by various ways. For example, how as regularly as conceivable purchaser use the brand, how visit customer buy the thing, his dependability with brand, etc. Brand dissatisfaction happens exactly when there is negative purchaser perspective towards brand. This negative attitude drives buyer to keep up a vital separation from certain brand.

Thusly client air is imperative idea to pick before dispatching brand extension is business part. Customer attitude towards expansion has advantageous result on thing mark picture and if purchaser perspective is low, it leads towards brand absence of mindfulness. Keller prescribed displaying to make a positive brand relationship for extraordinary outcomes and on later stage this brand alliance has constructive outcome on brand picture (Santos and Keller 1993).

## Service Quality

Quality has been described as health for use, or how much a thing fills the necessities of clients. Customer administration is one of the definitive techniques which associations perform thinking about the creating competition and for pulling in pioneering open entryways for extending advantage and better access to the business and growing the buyer dependability and unwavering quality dimension (Campbell and Bozorgnia 2008).

Nature of customer administration depends on not just the data and capacities of the individual moreover upon the way that the relationship when all is said in done, from best organization downwards, pulls in a similar bearing and exhibits an unquestionable, positive message to customers (Jahanshahi, Gashti et al. 2011).

The terms among sales rep and clients will go long and bring about making long a drag out connection by the client towards the brand or store. It will create the trust of the clients towards the store by the sales rep connection so the client will satisfied towards the store and have positive thought regarding the store.

## Study Model

On the basis of above literature review model is following
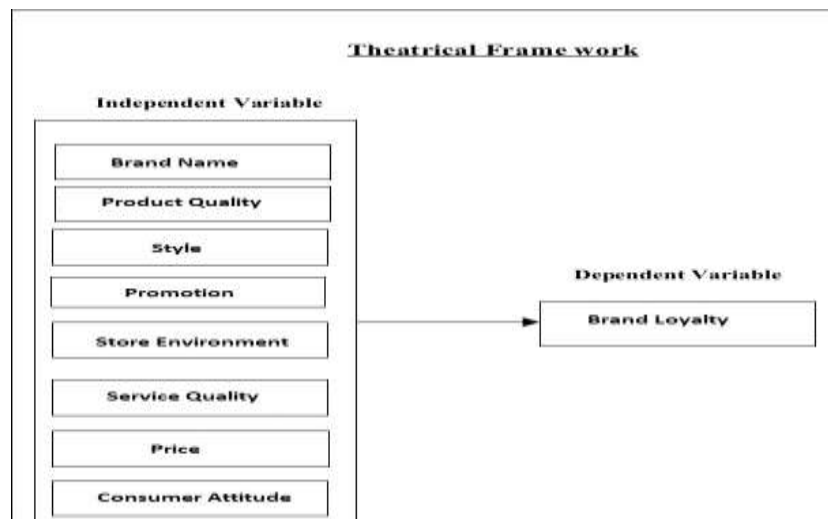
## Hypothesis

On the basis of above model, hypothesis is following

H1.1: There is a significant relationship between product quality and brand loyalty.
H1.2 : There is not a significant relationship between product quality and brand loyalty.
H2.1: There is significant relationship between service quality and brand loyalty.
H2.2: There is not a significant relationship between service quality and brand loyalty.
H3.1: There is significant relationship between store environment and brand loyalty.
H3.2: There is not a significant relationship between store environment and brand loyalty.
H4.1: There is significant relationship between brand image and brand loyalty.
H4.2: There is not a significant relationship between brand image and brand loyalty.
H5.1: There is significant relationship between style and brand loyalty.
H5.2: There is not a significant relationship between style and brand loyalty.
H6.1: There is significant relationship between price and brand loyalty.
H6.2: There is not a significant relationship between price and brand loyalty.
H7.1: There is significant relationship between promotion and brand loyalty.
H7.2: There is not a significant relationship between promotion and brand loyalty.
H8.1: There is significant relationship between consumer attitude and brand loyalty.
H8.2: There is not a significant relationship between consumer attitude and brand loyalty.

### Demographic Analysis

According to table no 1 the frequency of male is 51 and the frequency is 49.the person in our questioner tests 19 participants is under 18 78 participants is in between 18 to 25 year old and 2 participants is above then 35 years old. In this table we also tell us about the income level of participants.

Table number 1.

| Valid | Frequency | Percent | Valid percent | Cumulative percent |
|---|---|---|---|---|
| Gender (male) (female) | 51 49 | 51.0 49.0 | 51 49 | 51 100 |
| Age (under 20) 21-24 Above 25 | 19 78 3 | 19.0 78.0 3.0 | 19.0 78.0 3.0 | 19.0 97.0 100.0 |
| Monthly Income 1.00 2.00 3.00 | 50 44 6 | 50.0 44.0 6.0 | 50.0 44.0 6.0 | 50.0 94.0 100.0 |
| Total | 100.0 | 100.0 | 100.0 | |

### Reliability of variables

According to table no one the reliability of store environment is 0.716 so ,it is acceptable and explains the variable reliability. The reliability of consumer attitude is 0.605 which is good so it does not explain the variable properly.

Table number 2

| Variables | Reliabality |
|---|---|
| Brand loyalty | 0.611 |
| Style | 0.679 |
| Service Quality | 0.619 |
| Brand Name | 0.704 |
| Price | 0.637 |
| Store environment | 0.716 |
| Promotion | 0.634 |
| Consumer Attitude | 0.605 |
| Product Quality | 0.702 |

Similarly, the reliability of store environment is 0.716 which is good. It can explain the environment of store. The reliability of our independent variable is very important because they all are important without these factors our dependent variable is less effective.

**Regression Analysis.**

According to table number 3, the square of R is 36 % ,so, it explains that the independent variables to 36% .So there is definite need of further variables identification for complete affectiveness.

| Table no 3. Model summary | | | | |
|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .502 | .361 | .186 | .74415 |

According to table number 4, the singnifance is less than and f 5.73 is which is greater than 5.7 ,so ,all the variables are related to the dependant variable.

Table number 4. ANOVA[a]

| | Model | Sum of Squares | Df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 16.947 | 8 | 2.118 | 5.73 | .001[b] |
| | Residual | 50.393 | 91 | .554 | | |
| | Total | 67.340 | 99 | | | |

a. Dependent Variable: brand loyality
b. Predictors:store environment ,price,style,service quality,product quality,consumer attitude,promotion,brand name

According to table number 5 , the value of style is .046 which is good. The value of service quality is 0.84 which is also good. It can explain the service quality 84%.The value brand name is 0.135 which is good. so,it can explian the packing 13% . The value price which is 0.366 .It can explain the packing that it is really important . The store environment is - 036 which means that it is less related . The value for promotion is .145 which means it explains the 14 percent. The value for customer attitude is 0.17 so it does less explain the brand loyality. The value of product quality is - 0.93, which is less so it does not explain the brand loyality.

Table number 5 Coefficients

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.155 | .654 | | 1.767 | .081 |
| | Style | .048 | .111 | .046 | .430 | .668 |
| | Servicequality | .074 | .093 | .084 | .799 | .426 |
| | Brandname | .132 | .104 | .135 | 1.274 | .206 |
| | Price | .415 | .123 | .366 | 3.384 | .001 |
| | Storeenvironment | -.049 | .135 | -.036 | -.366 | .715 |
| | Promotion | .111 | .079 | .145 | 1.414 | .161 |
| | Customerattitude | .021 | .133 | .017 | .158 | .874 |
| | Productquality | -.108 | .121 | -.093 | .889 | .376 |

a. Dependent Variable: Packing

## Conclusion

The  results concluded that the companies should focus on the style of brand, service of brand, brand name, price of brand, store environment , promotion of brand ,customer attitude, product quality because these all are the very important factors to increase the sale and attract more and more customers. In Haripur, Footwear brands, for example, Bata, Service, Borjan, Heels, Italians, Hush Pupies, Metro, First Look, and Stylo are well known among footwear customers Footwear has turned into a typical and famous classification among youngsters. It is the expectation of the client that make him faithful to the brand and it appeared by its as often as possible buying. The reliable client yield the real bit of the benefit for the firm and it causes firm to find and create new clients and develop its piece of the overall industry. Increasingly over the clients who are faithful towards the brand are regardless of the quality appraisal of the brand.

## Scope for future research

The future research should be done focusing on the quality service of brand , less price as compare to others brand, unique style of brand, attractive ads of brand. These all factors are very helpful to increase the sale and attract the customers.

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