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EFFECTIVENESS OF BRAND LOYALTY ON PURCHASE INTENTION: A STUDY CONDUCTED AMONG SMART PHONES PURCHASERS IN CHENNAI.

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Abstract

The aim of paper is to examine the influence of brand loyalty on purchase intention towards smart phones purchasers in Chennai. Smart phone purchasers in Chennai were selected as a sample for the study. The sample size was fixed at 100 and a structures questionnaire was distributed among those employees. The sampling technique used for collecting the data was convenient sampling. Regression was employed to predict the dependent variable. The data so collected was analyzed with the help of SPSS software. This result shows that there was a significant relation between the brand loyalty and the purchase intention. It was also reported that brand loyalty was seen to predict purchase intention.

Keyword: Brand loyalty, purchase intention

INTRODUCTION

The Indian market is now filled in by a variety of handsets being introduced which makes the consumers to be affordable and accessible to buy them. This widespread entry of a lot of brands also had helped the consumers to make a switch over between different brands easily

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(Berger, Sinha & Pawelczyk 2012; Tubbs 2012: R Sritharan, C Samudhra Rajakumar 2004). Hence, the marketers should clearly understand the way in which the consumers become emotionally attached to the brands and how they interact with it for boosting up the brand loyalty of their products (Patwardhan & Balasubramanian 2011; C. Samudhra Rajakumar and V. Balakrishnan, R.Sritharan, K.Anandanatarajan 2004). The consumers who are loyal to their brand are quite confident to make brand judgments. They are also committed towards the value and purchase the same rand repeatedly (Day 1969; R Sritharan, K Tamizh Jyothi, C Samudhra Rajakumar 2008; R Sritharan 2012). Belaid & Behi 2011 has reported that brand loyalty is reflected in the systematic and repetitive purchase of a brand by the consumer.

Statement of the problem

It is very clear from the literatures that the mobile market in India is growing in a fat mode. The customers have a lot of chance to make a switch over between brands of mobile and hence the marketers face the challenge to create a relation between their brands and the consumers so as to build up brand loyalty. One best way to influence brand loyalty among customers is to make a promotion of purchase intention among the customers and the brands of mobile phones.

Objective of the study

The aim of paper is to examine the influence of brand loyalty on purchase intention towards smart phones purchasers in Chennai.

REVIEW OF LITERATURE

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Küster-Boluda, Inés & Hernández-Fernández, Asunción (2012); social networks are an electrifying novel channel which the brands should employ to promote a more participatory context with interactive users. The aim of this paper was to measure the efficiency of of constructs in social networks; measure the effect of network attitude on the brand attitude of consumers and; establishing the effect between exchange of experiences eC2C (electronic consumer to consumer), brand's attitude, purchase's attitude, and eWOM (electronic word of mouth). The study's sample was 345 social network users. The findings show that social network and brand attitude was positively related and also the brand attitude was positively related with the purchase intention.

Shin, Namju&Haelee, Kim &Sunah, Lim &Changsoo, Kim. (2014); the idea behind this product was to investigate the relation between brand equity, loyalty and attitude. The study made a focus on the participants of 'HANATOUR International Travel Show'. The respondents were collected using convenient sampling. AMOS 18.0 was employed to analyze the data. Findings showed that the perceived quality and brand image as the constituents of brand equity had optimistic impact on the brand attitude, brand attitude to brand loyalty, and brand awareness to brand loyalty.

RESEARCH METHODOLOGY

Smart phone purchasers in Chennai were selected as a sample for the study. The sample size was fixed at 100 and a structures questionnaire was distributed among those employees. The sampling technique used for collecting the data was convenient sampling. Regression was employed to predict the dependent variable. The data so collected was analyzed with the help of

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SPSS software. This questionnaire was framed using the information of the research done earlier.

This scale ranged from 1 - strongly disagree to 5 - strongly agree.

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ANALYSIS AND INTERPRETATION

Influence of brand loyalty on purchase intention

Model Summary

R	R Square	Adjusted R Square	F	Sig.
.801(a)	.642	.614	23.531	.000(a)

a Predictor: (Constant), Brand Loyalty

Coefficients(a)

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.449	.167		8.679	.000
I consider myself loyal to this brand	-.055	.043	-.212	-1.277	.205
I buy this brand whenever I can	.214	.044	.888	4.864	.000
I buy as much of this brand as I can	-.121	.061	-.449	-1.979	.051
I feel this is the only brand of this product I need	-.081	.020	-.304	-4.069	.000
This is the one brand I would prefer to buy or use	.213	.024	.784	9.074	.000
If this brand was unavailable, it would be difficult if I had to use another brand	.037	.038	.100	.962	.338
I would go out of my way to buy this brand	.337	.045	.792	7.563	.000

a Dependent Variable: Purchase Intention

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Findings show that all statement of brand loyalty was significant. The table also shows a positive coefficient, which means that between all the statements, three statements was not influence on the purchase intention of smart phone purchasers in Chennai. The analysis done through multiple regression shows that among seven factors three factors was not influence the purchase intention of smart phone purchaser. The coefficient value, R^2, was found to be 0.642 through multiple regression, which shows that 64.2% of the independent variables had an influence on the purchase intention of the smart phone users. In order to examine whether the value of coefficient (R^2) is significant or not, ANOVA was executed. The F value so got was 23.531 which means $p<0.000$. This result shows that there was a significant relation between the brand loyalty and the purchase intention. It was also reported that brand loyalty was seen to predict purchase intention. Finding reveals that the purchase intention of the smart phone users is highly influenced by their brand loyalty.

CONCLUSION

In conclusion, this research had attained the objective which is to study the brand loyalty that influence purchase intention of branded smart phone purchaser. Because of the vast improvements in smart phone technology, more advanced and sophisticated branded smart phones are introduced and launched every year. Smart phones has been largely accepted by everyone around the world. This research studies and analyses the brand loyalty that triggers the purchase intentions of branded smart phones purchaser. Finding reveals that the purchase intention of the smart phone users is highly influenced by their brand loyalty.

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