

## “Brand Loyalty in Consumer Goods-A Study of Mobile Phone in Urban and Rural Punjab”

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### *Abstract*

The study examines the consumer loyalty towards the branded Mobile phones. How much a consumer of urban and rural Punjab is aware about the branded mobile phones and how much he/she is loyal for that product? This paper also studies the reasons behind the shift from one brand to another brand. The findings of the study stated that respondents are more inclined towards smart phones as compared to non-smart phones. The inclination towards qwerty and keypad phones also came out to be very minimal among the respondents. The reasons behind the loyalty shift were found to be lesser price of mobile phones as well as exciting and worthy features endorsed by the competitive brands.

**Key words:** Mobile phones, Consumer goods, Consumer loyalty, worthy features, Price, Consumer Trust

### **INTRODUCTION**

#### **Brand loyalty**

Brand loyalty is considered to be an important ingredient in marketing strategies in a time characterized by cut-throat competition. According to **Reichheld and Sasser (1990)**, brand loyalty has been proclaimed by some researchers as the ultimate goal of marketing. According to **Aaker (1991)** brand loyalty, the leg reflects how likely a customer will be switching to another brand, especially when it makes a change in price, product features, and communication or distribution programs. Brand loyalty is a scenario where the consumer is afraid to buy and consume products from another brand. Various methods like word of mouth, publicity, repetitive buying, price sensitivity, brand trust, customer satisfaction, etc are used in order to measure brand loyalty. Brand loyalty is to what extent consumer buys the same brand within a product category. They do not buy from another supplier within the same product category. Brand loyalty exists when the brand contains the right kind of features according to the need of the consumers. It also provides quality and product at reasonable prices. Although the other brands available at cheaper or better quality, completely loyal consumers just stick to their brand. Brand loyal consumers are the foundation of an organization. Larger loyal levels lead to less marketing costs because the brand loyal consumer himself markets the brand positively with mouth to mouth.

The brand is intended to distinguish loyalty patterns between different categories of products and services, including consumption, sustainable and service markets. The difference in product attributes is due to the problems associated with market characteristics, customer branding behaviour, the frequency with which customers buy products or services, and how the brand actually is? Etc. A company can create brand loyalty through continuous advertising of products, product innovation, Research and Development programmes, high product quality and good after-sales service. Significant brand loyalty makes it difficult for new entrants to take market share away from

established companies. Thus, it reduces the threat of entry of potential competitors because they may see the task of breaking down well established customer preferences as too costly.

## Consumer Goods

Consumer goods are the final goods which are consumed by the consumers. These goods are the end results of manufacturing and production process. Clothing, mobile phones, jewellery and foods are the few examples of consumer goods. Goods can be classified into different groups, such as non-durable goods, which are tangible goods and normally consumed in one or a few uses and have a life span of minutes to three years. Goods are quickly consumed and are often purchased by the consumer and include toothpaste, sugar, soap and salt. Durable goods are those intangible goods which have a life span of three or more and common examples of these goods are mobile phone, furniture, appliances etc. Services are intangible activities, benefits or satisfaction offered for sale. They are usually produced and consumed in the same time frame unlike durable goods or non-durable goods that can be produced and set aside. The producer of goods may be far from consumers, but service providers often work in the presence of the consumer.

## Consumer goods market in India

In order to study brand loyalty in consumer goods, it is necessary to understand the characteristics of the consumer goods market. India first stood among all nations in the global consumer confidence index by 130 points for the first quarter of 2018. India's consumer segments are largely segregated to urban and rural markets and attract marketers from all over the world. The sector consists of a huge middle class, relatively large wealthy class and a small economically disadvantaged class. The expenses expected to be more than double in 2025. Global companies see India as one of the most important markets where future growth is likely to arise. Growth in India's consumer market should be driven primarily by a favourable population mix and increased disposable income. A new study by the McKinsey Global Institute (MGI) suggests that if India is continuing to grow at the current rate, average households' revenue will triple over the next two decades, making it the world's fifth largest consumer economy in 2025.

## Mobile Phone Industry

The mobile phone industry is one of the fastest growing industries in the world. The first major renovation occurred in 2002 with the accumulation of the first colour screen and then multimedia camera introduced in 2004-2006. Finally, the smart phone's birth started in 2007 by Nokia. One of the main influences of the growing mobile phone industry is that the mobile has become the necessary device in our everyday lives. Nowadays, mobile phones work as a fashion item, status symbol and a channel especially for the young generation who wants to express themselves (**Sultan & Rohme, 2005**). **Chen (2010)** is set as customer expectations and will change, the mobile phone continues to renew and revitalizes with modern technology.

Most of the mobile phone's consumers are youths or Generation Y, which is defined as a generation born between (1977-1995). In addition, Generation Y is relevant to the mobile phone industry, as **Roham & Azhar (2010)** quoted that there was some attribute showing mobile phone as a necessary device for Generation Y. These attributes include connection, coverage, price, availability, quality, brand Name and Advertisement. It is important for mobile phone companies to attract Generation Y customers with new technology and design, and benefit from them by earning their loyalty. However, the success of the mobile phone is not only due to technical features, it is also related to many social dynamics and external signals such as price, brand and warranty (**Ahsan, 2011**). Branding as an important factor enables an organization to create meaning and value for its standard product and companies want customers to become loyal to their brand (**Frow, 2002**). The branding product is an important factor in generating Y as a loyal customer. Branding also affects consumers' buying intentions; especially for Generation Y, and the construction of a strong brand is the target of many organizations (**Lazarevic, 2011**). Experts believe that the desire to get branded goods is important to

belong to a particular group / comrade (Ferle& Chan 2008). This means that peers can be the primary socializing agent for consumer values. In addition, most marketers have emphasized the creation of a brand image to gain customer brand loyalty.

## Review of Literature:

**W. T. Tucker (1964) in his study “The Development of Brand Loyalty”** Determined that brand loyalty develops over time. He noted that, when observing the concentration of household purchases among the brands at one point or over time, there is clear evidence that brand loyalty is a real and reliable phenomenon. There are quite large variations in loyalty among individuals and the brand steadiness is at least partly a function of the frequency and regularity with which a brand has been previously chosen and partly a function of the type of product concerned.

**Jacoly and kyner (1973)** defined loyalty as a based behavior expressed over time by an individual with respect to one or more alternatives, and their definition of loyalty is often used by researchers. According to these authors, loyalty is a function of psychology processes.

**Wheeler, D.R. Jams (1974) in their study “Brand loyalties: qualitative, quantitative, or both?”**Consumer loyalties for particular brands of products appear to be an established fact. Brand loyalty is an important aid to firms that have recognized brands. What has been lacking in theoretical models of consumer brand loyalty has been a consistent and widely acceptable definition. A number of specific hypotheses have been advanced to explain why some consumers switch from one brand to another. There is usually empirical evidence of some kind for any one of the theoretical positions. Qualitative models present a view of consumer purchasing as being caused by something as opposed to quantitative models which show purchasing as being a function of random processes. Qualitative models can be categorized as being behavioural descriptions of internal psychological states which explain the behaviour under study. A unified definition of brand loyalty is needed. Brand loyalty must be a reflection of consistent purchasing behaviour and favourable attitudes.

**Jacoby and chestnut (1978)** defined four kinds of loyalty based on the sequence of purchasing particular brand, how much of that brand is purchased, the probability of purchasing that brand, and a synthesis of variables by combining several behavioural criteria such as the number of switches for the loyalty object and the number of brands available.

**Bloemer and kasper(1995) in their study “. The complex relationship between consumer satisfaction and brand loyalty”** investigate the relationship between consumer satisfaction and brand loyalty. More specifically the moderator effect of elaboration upon the relationship between two different types of consumer satisfaction and true brand loyalty is investigated. First of all in defining brand loyalty, they made distinction is made between repeat purchasing behavior and brand loyalty. Next, true brand loyalty is distinguished from spurious brand loyalty. Second, two types of consumer satisfaction are distinguished based on the amount of elaboration upon the evaluation of the brand choice: manifest satisfaction and latent satisfaction.

**Fournier and yao (1997) in their study “Reviving brand loyalty: A re-conceptualization within the framework of consumer brand relationships”** used the perspective of interpersonal relationship theory to critically examine, reposition, and extend the notion of brand loyalty. The authors suggest that not all loyal brand relationships are alike, in strength or in character, and many brand relationships not identified as ‘loyal’ according to dominant theoretical conceptions are especially meaningful from the consumers point of view; and current approaches to classification accept some brand relationships that, upon close scrutiny do not possess assumed characteristics of ‘loyalty’ or ‘strength’ at all. Ideas stemming from a reframing of loyalty as one component in a multifaceted construct of relationship are put forth, encouraging a move from the metaphor of ‘loyalty’ to the broader notion of ‘relationship’ that encompasses it.

**Banwari Mittal, Walfried M. Lassar,(1998) "Why do customers switch? The dynamics of satisfaction versus loyalty"**, one of the most unexamined assumptions marketing firms have made in recent years is that satisfaction alone will guarantee customer loyalty. The authors explored the correspondence between customer satisfaction and loyalty, and found as many as half of the "satisfied" customers to be predisposed to switching service suppliers. This satisfaction-loyalty gap reflects the fact that different components of service quality drive satisfaction versus loyalty. Satisfaction is driven more by "technical quality" (the quality of the work performed) than by "functional quality" (how the service work was delivered); however, once satisfaction is achieved, loyalty is driven more by functional than by technical quality.

**Kotler and Armstrong (2001)**, Consumer buying behavior refers to the buying behavior of the individuals and households who buy goods and services for personal consumption. Consumers around the world are different in various factors such as age, income, education level and preferences which may affect the way they avail of goods and services. This behavior then impacts how products and services are presented to the different consumer markets. There are many components which influence consumer behavior namely; cultural, social, personal, and psychological (**kotler and Armstrong, 2001**). Consumer behavior is the study of when, why, how and where people do or do not buy products (**Sandhusen, Richard L; 2000**).

**Gome et al. (2006)** analyzed the behavioral and affective loyalty of retailer customers in order to establish the role played by loyalty programmers in the development of these variables. The result showed that participants in loyalty programmers were more behavioral and affectively loyal than non-participants. Nevertheless, most customers do not change purchase behavior after joining a loyalty programmer.

**Kundi J. et al (2008)** Stated that consumer behavior refers to the mental and emotional process and the observable behavior of consumers during searching, purchasing and post consumption of a product or services. Consumer behavior blends the elements from psychology, sociology, socio psychology, anthropology and economics.

Brand associations contains all brand-related feelings, thoughts, perceptions, experiences, images, attitudes, beliefs **Keller, Parameswaran et al. (2011)** and is any single thing present in memory against the brand.

( **Awan, et al., 2014**)Loyalty is considered as a multidimensional phenomenon by many marketing professionals. This study examined the impact of customer satisfaction on brand loyalty in case of durable goods. The findings suggested that by offering high brand value and improving customer satisfaction, brand loyalty can be generated. Further, the key driver of brand loyalty was found to be the perceived good performance of the products.

( **Fazal, et al., 2017**)conducted a study in which the various determinants of brand loyalty were examined by them. After conducting survey on 250 respondents, it was concluded that the brand trust of customers positively affects the brand loyalty. Further, it was revealed that the satisfied customers are the loyal ones. Moreover, the loyalty of customers was also influenced by the price of the various brands.

## OBJECTIVES OF THE STUDY

1. To study the existing extent of brand loyalty of mobile phones amongst the consumers.
2. To seek the differences that exists in the extent of brand loyalty with respect to urban and rural area.
3. To study the reason of changing behavior of buyer that why they are shifting from one brand to another.

## RESEARCH METHODOLOGY:

### Research Design

Research design is a framework or blueprint for conducting the marketing research projects. It explains the procedure necessary for obtaining the information needed to structure or solve research problems. The present research design was exploratory in the initial stages then after gaining the insight into the problem it was verified or quantified by conclusive research.

### Data Collection

The primary method of data collection that is questionnaire technique was used to collect the data required. The method used for the research is Convenience sampling method under the non-probability sampling technique and about 200 samples have been collected for the study. The survey was conducted in the urban and rural area of Punjab.

## DATA ANALYSIS AND INTERPRETATION

### Urban data

#### Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	59	59.0	59.0	59.0
female	41	41.0	41.0	41.0
Total	100	100.0	100.0	

**Analysis:** Cumulate percentage of male respondents is 59% and female cumulative percentage is 41% in this graphical representation. In short it shows Brand loyalty about mobile phones in urban area is more in favour of male. Males are more aware about mobile phones as compared to females.

### Rural Data

#### Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	65	65.0	65.0	65.0
Female	35	35.0	35.0	100.0
Total	100	100.0	100.0	

**Analysis:** In rural area males have much more knowledge about mobile phones as compared to females according to the collection of my respondents' response.

**Interpretation:** This graph shows that there is total 200 respondents are taken in this project. The respondents are taken from urban and rural area of Punjab. And there are 100 respondents are taken from urban area and 100 taken from rural areas. Urban area respondents include 58 males and 42 females and rural area respondent include 65 males and 35 females.

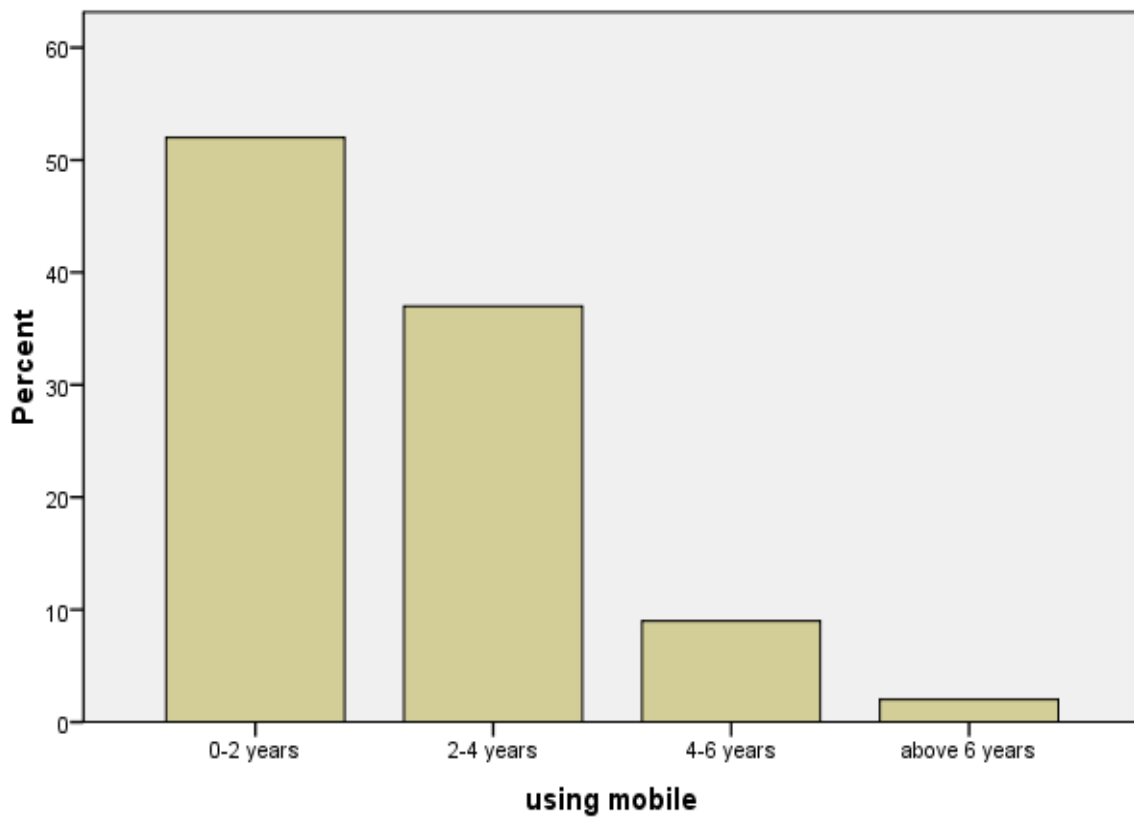
## How Long you are using your present Mobile Phone?

### Urban Data using mobile

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0-2 years	52	52.0	52.0	52.0
2-4 years	37	37.0	37.0	89.0
4-6 years	9	9.0	9.0	98.0
above 6 years	2	2.0	2.0	100.0
Total	100	100.0	100.0	

**Analysis:** Customers uses mobile phones for more than one year due to loyalty and features of phone. Very few people use phones for the sake of calling and very long and up to 6 years.

### using mobile

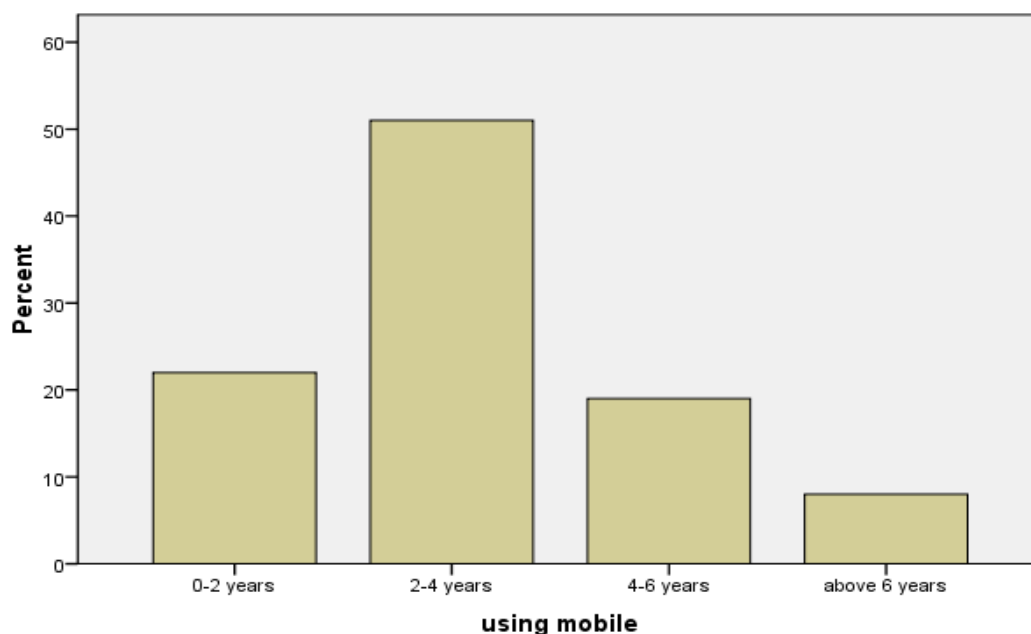


## Rural Data using mobile

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0-2 years	22	22.0	22.0	22.0
2-4 years	51	51.0	51.0	73.0
4-6 years	19	19.0	19.0	92.0
above 6 years	8	8.0	8.0	100.0
Total	100	100.0	100.0	

**Analysis:** customers of rural area use mobile phones for 2-4 years mostly and valid percentage of usage of mobile phones for 2 years is 22%.

using mobile



**Interpretation:** In this graph we can see that how much time period respondents are using their Mobile Phones. There are 52 respondents from urban area and 22 respondents from rural area are using their mobile up to 2 years. 9 respondents from urban and 19 respondents from rural area using their mobile for 4-6 years. Only a few respondents are using their mobile for 6 years.

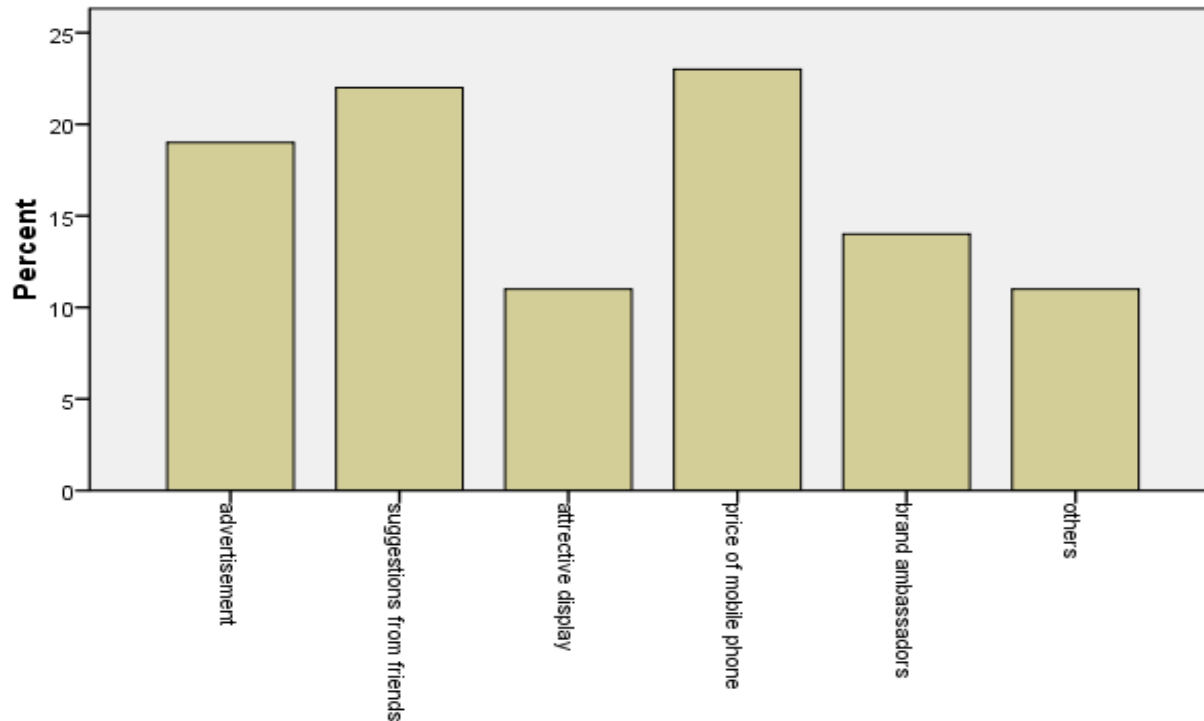
Which of the following factor affect you to purchase this brand mobile phone?

## Urban Data factor affect

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Advertisement	19	19.0	19.0	19.0
suggestions from friends	22	22.0	22.0	41.0
attractive display	11	11.0	11.0	52.0
price of mobile phone	23	23.0	23.0	75.0
brand ambassadors	14	14.0	14.0	89.0
Others	11	11.0	11.0	100.0
Total	100	100.0	100.0	

**Analysis:** urban area people are affected by prices of various mobile phones. Customers purchase mobile on the recommendations of their friends and relatives. Advertisement have 19% valid percentage for the purchasing of mobile phone.

**factor affect**



## Rural Data

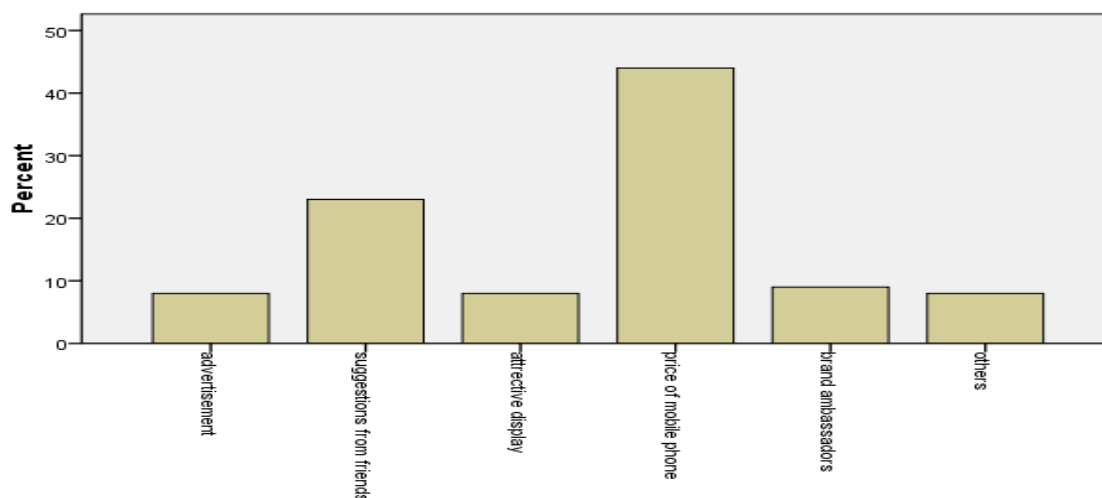


### factor affect

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Advertisement	8	8.0	8.0	8.0
suggestions from friends	23	23.0	23.0	31.0
attractive display	8	8.0	8.0	39.0
price of mobile phone	44	44.0	44.0	83.0
brand ambassadors	9	9.0	9.0	92.0
Others	8	8.0	8.0	100.0
Total	100	100.0	100.0	

**Analysis:** As compared to urban area, rural area customers also have price effect on their buying behavior. 23% is the valid percentage on the suggestions from friends which gave a major impact on the buying behavior of customers.

### factor affect



**Interpretation:** In this graph we can see which factors affect the respondents while purchasing mobile phones. Here 19 respondents from urban and 8 from rural area say that they are affected from the advertisement of the company mobile phone. Most of the respondents say that price of mobile phone affected while taking decision of buying mobile phone of particular company.

**What are the reasons for using the present model of mobile phone?**

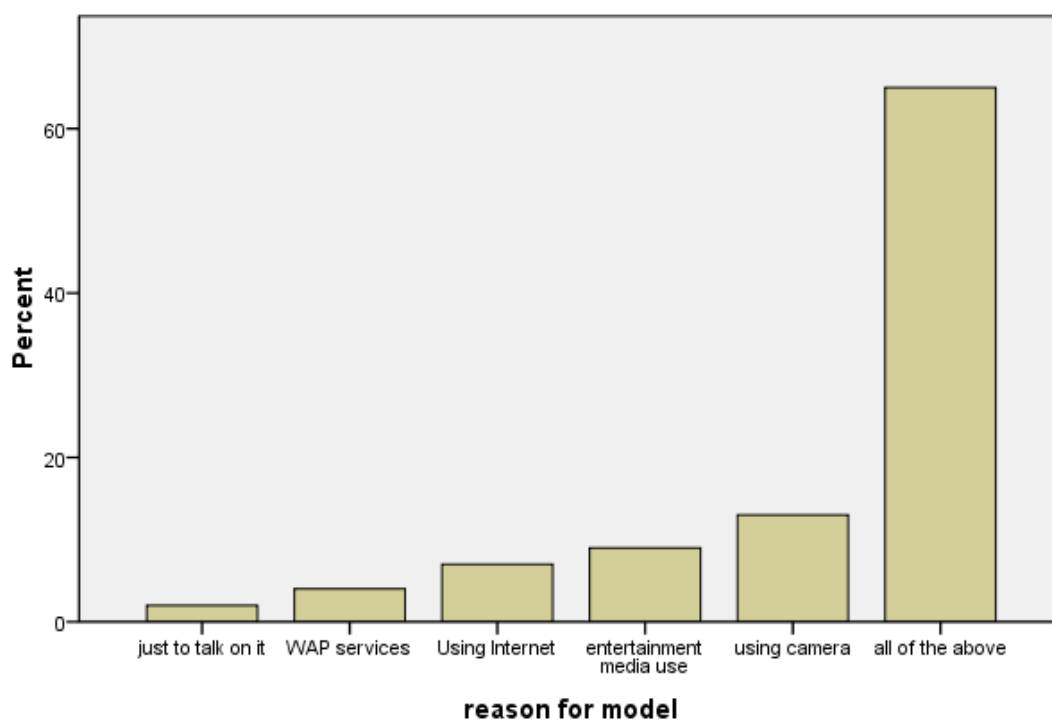
### Urban Data

### reason for model

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid just to talk on it	2	2.0	2.0	2.0
WAP services	4	4.0	4.0	6.0
Using Internet	7	7.0	7.0	13.0
entertainment media use	9	9.0	9.0	22.0
using camera	13	13.0	13.0	35.0
all of the above	65	65.0	65.0	100.0
Total	100	100.0	100.0	

**Analysis:** 13% customers using mobile phones for the sake of camera using, WAP services, internet usage and talking shows the 13% as cumulative frequency in urban area.

**reason for model**

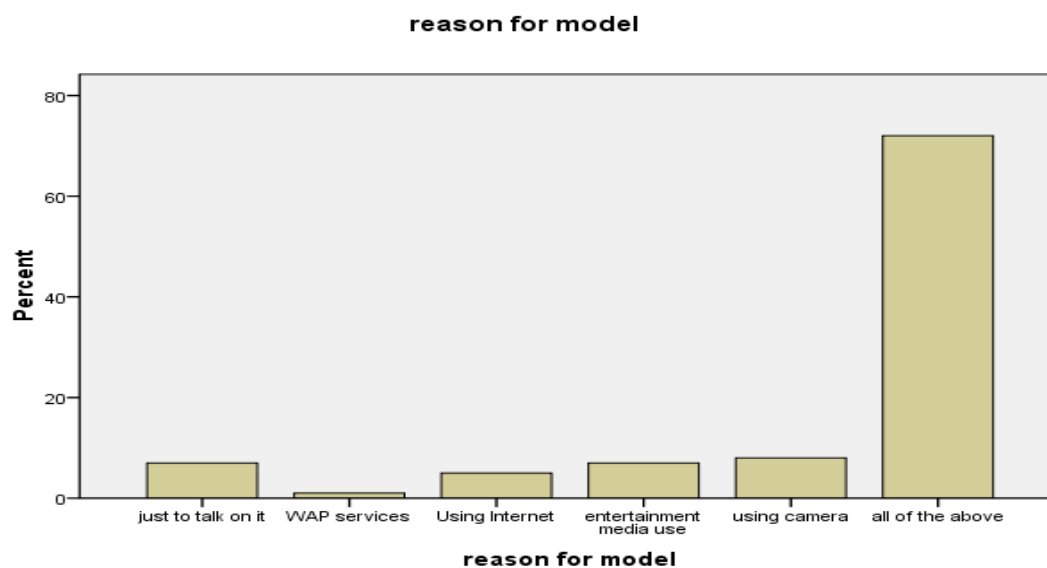


### Rural Data

**reason for model**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid just to talk on it	7	7.0	7.0	7.0
WAP services	1	1.0	1.0	8.0
Using Internet	5	5.0	5.0	13.0
entertainment media use	7	7.0	7.0	20.0
using camera	8	8.0	8.0	28.0
all of the above	72	72.0	72.0	100.0
Total	100	100.0	100.0	

**Analysis:** Very few people uses WAP services in rural area. Valid percentage of using camera is 8% according to my collected sample.



**Interpretation:** In this graph we can see that why people purchase mobile phone. Means for what purpose people use mobile phones. As we seen in above graph that most people use all of the functions of mobile given in question like calling, WAP service, internet, entertain media like music, videos and camera of mobile phones. 65 respondents from urban area and 72 respondents from rural area are using all of the above functions.

### Extraction of Factors for the respondents of urban Punjab through SPSS

There was a total of 18 variables and after the factor analysis, have extracted 7 components or factors.

These are discussed below:

#### 1. Brand Image

Other people judge me by the kind of mobile phone I use. The quality of mobile is good. I think the mobile brand relate to the pleasant experience. This component deals with the perception of the customers regarding the cell phones. Eigen value of this component is 2.612 and the per cent variance is 14.511.

## 2. Brand Positioning

I think my mobile phone brand is more famous. i think my mobile brand is more fashionable and superior over others. I think my mobile phone is number one among other mobile phone brands. In this component all those variables are considered which depicts the position of the brand of the cell phones in the minds of the customers in relation with another brands. The eigen value of this component is 2.378 and the per cent variance is 13.210.

## 3. Functionality

My mobile phone brand provides various latest features. I am satisfied with the hardware functionality and software system of my mobile phone. I would choose my current mobile phone brand even if the other brands has the same functionality as my current mobile phone. The eigen value of the factor is 1.873 and the per cent variance is 10.404

## 4. Quality

I think my mobile phone brand have reputation for higher quality. My mobile phone brand is more than just a brand. My mobile phone brand offers products with excellent features. This component includes all those variables which captures the perception of the customers regarding the quality of the brand of the cell phones. Eigen value of this factor is 1.369 and the percent variance be 7.548

## 5. Experience

My mobile phone is the value of money I paid. My mobile brand is my first choice among other mobile brands. This component encompasses all the variables relating to the experience of the customers with their cell phone brands. Eigen value of this component is 1.307 and the percent variance is 7.260.

## 6. Loyalty

I consider myself to be loyal to the mobile phone brand I use. I feel my mobile brand phone products suits to my lifestyle and personality. The eigen value of this component is 1.204 and the per cent variance be 6.688.

## 7. Satisfaction

My mobile phone brand increase desire to learn new things and problem solving. I would recommend my mobile phone brand to friends and family. Eigen value for this component is 1.119 and the per cent variance be 6.219.

## Extraction of Factors of the respondent of rural Area through SPSS Software

There was a total of 18 variables and after the factor analysis, have extracted 6 components or factors.

These are discussed below:

### 1) Brand Loyalty:

I think this mobile brand relate to the pleasant experience. I feel my mobile brand products suits to my life style and personality. I am satisfied with the hardware functionality and software system of my mobile phone. I would choose my current mobile phone brand even if the other brands have the same functionality as my current mobile phone. Eigen value of this component is 3.002 and the per cent variance is 26.837.

## 2)Brand Image:

I think my mobile phone is number one among other mobile phone brands. My mobile phone brand offers products with excellent features. I think my mobile phone brand have a reputation for high quality. I think my mobile phone is number one among other mobile phone brands. My mobile phone value for the money I paid. Eigen value of this component is 3.013 and the per cent variance is 12.252.

## 3)Brand Quality:

My mobile phone brand provide various latest features. My mobile phone brand offers products with excellent features. I would recommend my mobile phone brand to my friends. I consider myself to be loyal to my mobile phone brand. Eigen value of this component is 2.681 and the per cent variance is 9.000.

## 4) Experience:

The quality of mobile is good. My mobile phone brand is more than just brand. Eigen value of this component is 1.406 and the per cent variance is 6.921.

## 5) Satisfaction:

I would recommend my mobile phone brand to my friends. My mobile brand is my first choice among other mobile brands. Eigen value of this component is 1.482 and the per cent variance is 6.738.

## 6) Popularity:

I think my mobile phone brand is more famous. Eigen value of this component is .798 and the per cent variance is 5.672.

## Finding of the study:

Our survey revealed the following findings:

- 1) After going through the above analysis, it has been interpreted that all respondents like smart phones more than other phones.
- 2) Out of 200 respondents more respondents are of student category and doing graduation and Post-Graduation courses.
- 3) Respondents said that they want to use smart phones as compared to other less featured phones. Out of 200 respondents only few are using simple keypad phone and qwerty keypad phones, because the trend of using these phones are old fashion and now people are using smart phones.
- 4) More respondents are using Samsung and Apple phones, because customers have more trust on this brand rather than on another brand.
- 5) People use a particular mobile phone for maximum for 2 – 3 years. After that they change their mobile phones and buy new mobile with new technology.
- 6) Price of the mobiles has significant effect on the purchasing decision.
- 7) Most of the respondents said Apple and Samsung mobiles are there favorite mobile brands.
- 8) Most of the respondents ready to pay between Rs. 10000-15000 on mobile phones

9) Now a days people prefer to buy their mobile phones online on various sites like flip kart, Amazon, snap deal etc.

10) Respondents said they are choosing their mobile phones over other brands because of more features and less prices.

11) Lots of the respondents said they are more loyal towards their mobile phones brand even other companies provide same features for less price.

## Conclusions

After study and analysis of the questionnaire I have concluded that the mobile phones become basic need of every person in today era. According to the response of respondents a lot of people are loyal towards the mobile brands like Samsung and Apple. This study shows that the importance of mobiles in the urban and rural Punjab is also increasing day by day. Increased usage of mobile phones will create the opportunities for various mobile companies to open store in Punjab and provide services to the people of Punjab. The youth of Punjab is preferred to buy latest technology smart phones. According to the respondent's view, people of rural and urban area of Punjab use mobiles maximum for three years after that they purchase new mobiles. They are ready to spend on mobiles up to Rs. 15000 limits according to the survey except apple mobile users. Companies need to provide the kind of mobiles with the feature demanded by the customers to make them loyal for their brands.

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