

Determinants of brand loyalty: A case study of Asian Mobile Phone Users

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Abstract- The study intellectualizes to define the aspects that has impact on the brand loyalty of mobile phones brand in market of Asia. A Questionnaire has been designed in a layout of 7 point Likert scale for the purpose of data collection. Respondents varied between strongly agree and strongly disagree. Sample size of the study has been taken upto 250 respondents including customers having mobile phones of different brands using more than past 2 to 3 years in market of Pakistan. The study investigated that the customers are loyal to their brand attitudinally plus behaviorally. Brand loyalty is positively affected by the Brand trust of customers. Further it has been found that the satisfied customers are the loyal ones. In Pakistan customer preferred the price comparison among brand which influence their loyalty with their brand.

Index Terms- Brand Loyalty, Attitudinal Loyalty, Behavioral Loyalty, Brand Trust, Price of Brand, Customer Satisfaction, Perceived Values of Brand.

I. INTRODUCTION

The term Brand loyalty researchers and managers have been using in order to explain variety of terms and conceptions associated to consumer buying behavior in marketing ([Chaudhuri & Holbrook, 2001](#)). In fact, brand loyalty has been observed as the most important concepts of relationship management in literature of marketing, where the consumer possess an important psychosomatic connection to the brand product consumed ([Bennett, Härtel, & McColl-Kennedy, 2005](#)). Researchers have always tried to study the interactive variables that are basis of the customer-brand connection ([Chaudhuri & Holbrook, 2001](#)). These variables convey to brand loyalty concept. ([Jacoby & Kyner, 1973](#)) has defined brand loyalty as a phenomenon ([Fournier & Yao, 1997](#)) of repeated and affectionate purchasing behavior of a customer towards a brand with a long time frame.

Brand loyalty is a vast term and has various dimension ([J. L. Aaker, 1997](#)). Khan (2010) ([Khan, 2010](#)) identified the two prime dimensions of the term brand loyalty which are based on case studies; examined in the research. The dimensions or elements of the brand loyalty identified by him are “attitudinal loyalty” and “behavioral loyalty”. Khan further explained the differences in aspects of loyalty between the two aspects of loyalty; emotionally loyal and attitudinally loyal consumers. Brand loyalty is multidimensional concept, it comprises mainly three dimensions; emotional tendency of customer towards brand, evaluative tendency and third one is behavioral tendency of a customer towards its brand ([Sheth, Newman, & Gross, 1991](#)). Researchers hypothesized that all the dimensions exist within each circumstance where the brand loyalty of customer towards its brand exists. Brand Loyalty in previous studies have been hypothesized by two main types, the behavioral and the attitudinal types ([Khan, 2010](#)). Brand loyalty had an unlikely practice research in the practice and the concept has sometimes identified as a multifaceted combination of the attitudinal loyalty and behavioral loyalty ([Bennett & Rundle-Thiele, 2002](#)). Brand loyalty magnanimities a puzzle. Most of the people think that it is an attitude based conception which is influenced by management of customer relationships ([Uncles, Dowling, Hammond, & Manaresi, 1998](#)).

Brand loyalty has been defined by American Marketing Association (AMA) has defined the concept of brand loyalty as a state of affairs where a customer generally purchase the manufacturer originated product or service on repeated basis over a time span rather than purchasing the same products or services from different suppliers. It is the percentage of degree to which a customer steadily buying same brand products. Brand loyalty has been examined by Aaker, and explained that brand loyalty is the name of a situation that how likely a consumer will switch to other brands, more specifically how many possibility is there for a customer to get switched to other brand, particularly when there are hanges in the price, product’s features or a significant change in the marketing or distribution strategy of brand ([D. A. Aaker & Equity, 1991](#)).

Brand loyalty is explained as a limit or a level of customer’s truthfulness to a specific product, articulated via his purchases and repeat purchases, regardless of the promotion or advertisement pressure produced by the competitor brands. When customers turn into loyal to brand they mark repeated purchases over a time period. Brand loyalty is the result of buyer’s behavior and got affected by a being’s priorities ([Bandyopadhyay & Martell, 2007](#)). Customers who are loyal steadily buy products and services from their favored brand, irrespective of their suitability or prices. Different strategies of marketing are being used by organizations often to encourage loyal consumers, be it is through loyalty program, trials and incentives ([Subhani; & Osman, 2011](#)).

A customer's perception which affect the judgment of customer regarding the choice of product ultimately leads to the loyalty to the products and services of a specific brand. Brand loyalty is one of the basic component which form the basis of competitive edge for a company against its competitors ([Reichheld, 1996](#)).

A company can increase its growth and economic performance by developing the brand loyalty for its brand among its customers. So the strategy of marketing should be framed in a way that would be helpful in developing the brand loyalty of brands as well as these strategies must be good enough to retain the existing customers in market ([Kim, Park, & Jeong, 2004](#)).

There are many research articles stating that loyalty is distributed into two dimensions; attitudinal loyalty and behavioral loyalty. Mostly think that Attitudinal loyalty is predecessor of behavioral loyalty ([Bandyopadhyay & Martell, 2007](#); [Carpenter, 2008](#); [East, Gendall, Hammond, & Lomax, 2005](#); [Jacoby, 1971](#); [Pritchard, Havitz, & Howard, 1999](#); [Russell-Bennett, McColl-Kennedy, & Coote, 2007](#)). But some are not agree to this fact like ([Labeaga, Lado, & Martos, 2007](#)) argued that brand image might increase behavioral loyalty meaningfully. ([Reynolds & Beatty, 1999](#)) has investigated that customer satisfaction has a direct effect on behavioral loyalty. ([Day, 1976](#)) mentioned that behavioral loyalty happens due to casual, custom or other factors, but not necessary caused through attitudinal loyalty. ([Chaudhuri & Holbrook, 2001](#)) believed that the relationship of attitudinal and behavioral loyalty has to be inter-related not a cause and an effect relationship.

Factors like perceived quality of product, customer satisfaction, trust of customer in brand, switching cost of the consumer and commitment of consumer influence the brand loyalty of the consumers ([Afsar, 2010](#)). ([Abbasi, Akhter, Ali, & Hasan, 2010](#)) has found that organizations operating in Asia should give prime focus to customer satisfaction in order to earn long term loyalty of consumers. In Asia customer are loyal to their brands ([Aamir, Ikram, & Zaman, 2010](#));([Osman & Subhani, 2010](#)); ([Ahmad, 2011](#)), but this loyalty is attitudinal or behavioral it is not studied yet. This study has main focus on exploring these two dimensions of brand loyalty in Pakistan specifically among brands offering mobile phones.

II. LITERATURE REVIEW

Marketing strategies used by the brands have already moved their concentration to the relationships and creation of value which has been directly link with the brand loyalty ([Maheshwari, Lodorfos, & Jacobsen, 2014](#)). Marketing literature has taken brand loyalty primarily on academic level ([Kabiraj & Shanmugan, 2011](#)). At that time brand loyalty existed only on the behavioral level ([Ramesh Kumar & Advani, 2005](#)); ([Iglesias, Singh, & Batista-Foguet, 2011](#)) has suggested that the factors, purchase sequence , purchase probability ([Kabiraj & Shanmugan, 2011](#))and purchasing frequency of customer, that were being used for the measurement of the brand loyalty. Brand loyalty always been associated with the positive perceptions of customers regarding the brand ([Ishak & Ghani, 2014](#)).

Brand

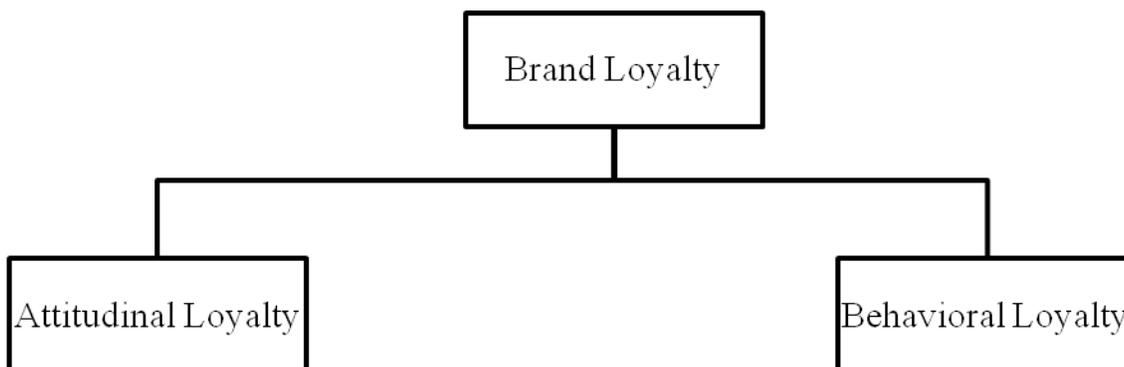
What is meant by the term brand? Brand consists of the logo, the 'pictorial representation of the company or organization', 'the signature of the company'" ([Keller, 1998](#)). In Accordance to the American Marketing Association

"A brand is the name, term, sign, symbol or design or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors".

"Now a days a brand also represents any personality or a signature designed to gather the hearts of customers and to keep them committed" ([D. A. Aaker, 2012](#)).

Loyalty

Loyalty is the name of influenced response to a brand or product showed over a time period ([Baldinger & Rubinson, 1996](#)). Loyalty can be defined as the buying pattern of a customer which may be a person, a household or an organization ([Mellens, Dekimpe, & Steenkamp, 1996](#)). Therefore loyalty has been explained as the steady repurchase of a brand which results from positive attitude of customers headed for a specified brand or the products of that brand ([Bloemer & Kasper, 1995](#)).



Dimensions of the Brand loyalty ([Pride et al., 2006](#))

Brand loyalty

The term brand loyalty is the customer's inclination for purchasing a specific brand of a product class (Jacoby & Chestnut, 1978). It can be said that a brand loyalty exists when the customer's perceived features about the product has been fulfilled by that brand offers. This fulfilled perception of consumer leads to repeat purchase behavior of consumer that results in brand loyalty for that product. Jacoby et al, define the term brand loyalty as the prejudiced, behavioral response of a customer. This behavior should be expressed over a time span by an individual, with a consistent comparison with one or more than one brands in same products or services sector (Jacoby & Chestnut, 1978). Brand loyalty has a relation with consumer's preferences and attachment with the brand (D. A. Aaker & Equity, 1991). (Cunningham, 1956) suggested that because of long usage of a particular product and development of trust for brand, customer become loyal to the brand. (Cunningham, 1956) specified three definitions of the brand loyalty which consists of; consumer's loss and gain over a specific timeframe. (Olson & Jacoby, 1971) designed factor analysis study to theorize the conception of a brand loyalty of a specific brand. Further it has found by the academics that brand loyalty has a relation with the; percentage of customer's buying dedicated to the most bought brand (Shankar, Smith, & Rangaswamy, 2003).

Dimensions of brand Loyalty

In 1976 (Day, 1976) suggested that the brand loyalty should be taken as an amalgamated perception. According to this view brand loyalty must comprises of both attitudinal element as well as behavioral element (Pride et al., 2006).

Behavioral loyalty: The behavioral loyalty is the attitude of brand loyalty which is mainly concerned with the measures of repeated purchasing behavior, percentage of purchases and rate of recurrence of purchases. The admiration of these measures has varied over time and among researchers as both types have some strengths as well as some weaknesses (Mellens et al., 1996).

Behavioral measures of a person's perception regarding the brand explains the brand loyalty by measuring the actual purchases made by the customer over a time period. (Dekimpe, Steenkamp, Mellens, & Abeele, 1997).

Some merits of behavioral loyalty for an organization are;

1. Behavioral loyalty is based on actual purchases which have direct relation with performance.
2. Behavioral loyalty is not supplementary as it is based on customer's behavior over a time period.
3. There is comparatively ease in data collection in case of behavioral loyalty rather than attitudinal data.

while it has some limitations as, this type of loyalty do not make any difference between brand loyalty and repeated purchases, so it might include forged loyalty (Mellens et al., 1996).

Attitudinal loyalty

(Dick & Basu, 1994) reasoned that the buyer's attitudes should also be considered in addition to behavioral dimensions of brand loyalty (Dick & Basu, 1994). Factors like intentions of re-buying, positive feedback, and brand commitment are the dimensions of attitudinal loyalty (Pride et al., 2006).

	Advantages	Disadvantages
Behavioural Measures	<ol style="list-style-type: none"> 1. Based on actual behaviour 2. Non incidental 3. Easy to collect data 	<ol style="list-style-type: none"> 1. Repeat buying is not distinguishable from brand loyalty. 2. More sensitive to short-run fluctuations. 3. Difficult to pick right decision unit.
Attitudinal Measures	<ol style="list-style-type: none"> 1. Repeat buying separated from brand loyalty. 2. less sensitive to short-run fluctuations. 3. Easier to pick right decision unit. 	<ol style="list-style-type: none"> 1. Valid representation of reality not guaranteed. 2. Incidental. 3. Harder to collect.

(Pride et al., 2006)

Measurement of both the behavioral and attitudinal loyalty dimensions helps the manager to understand the concept of brand loyalty ([Bandyopadhyay & Martell, 2007](#)). It is much easy for manager to discover the reasons behind the customer's buying behavior, and help them in recognizing the strength and weakness of their brand ([Ioannou & Rusu, 2012](#)). Attitudinal loyalty is based on an emotional and psychological affection that a buyer may advance towards a brand (Bowen and Chen, 2001). The cognitive, affective and conative are the three dimensions of attitudes of customers ([Dick & Basu, 1994](#)).

([Khan, 2010](#)) conducted a research study with an objective to discover the elements that explicate the development of behavioral dimension of loyalty. Literature on loyalty has been studied by Khan ([Khan, 2010](#)). Key aspects have been acknowledged which are significant in increasing loyalty (both attitudinal as well as emotional). There has been a research study conducted by Khan with a purpose to identify the factors that distinguish customer into two categories; emotionally (behaviorally) loyal customers and attitudinal loyal customers. In order to achieve this objective variables of both categories of loyalty has been identified through primary research and previous literature. Variables or determinants of attitudinally loyal and behaviorally loyal customers have been identified by the research study ([Olson & Jacoby, 1971](#)). It has been found that customer who are behaviorally loyal have higher perception regarding quality of product and services ([Ong, 2008](#)). While attitudinal loyal customer always make a comparison with the products of competitors. ([Khan, 2010](#)) ([Ladhari, Souiden, & Ladhari, 2011](#)). It has been found in the study conducted by Khan that a behaviorally loyal customer would take 5 years to become loyal with the brand while an attitudinal loyal customer would take only 3 years to become loyal. Further it has been examined that behaviorally loyal customer is eager to make payment 20% more for a product as compared to the competitors on contrast attitudinal loyal customer are not willing to extra penny. The last significant feature that had been revealed is connected to cultural differences. Further cultural difference has been studied and it has been found that the people who belong to the Asian culture are more likely to be behaviorally loyal as they take into consideration the brand image. While European people do not pay attention to brand image and are less likely to become loyal ([Khan, 2010](#)).

Aaker hypothesizes brand loyalty is a pyramid having five levels. The bottommost level of this pyramid shows the non-loyal customers who have indifferent behavior towards the brand; who supposed brands are being not important where the brand name has very little or no impact on their purchase decision. On the 2nd level of pyramid of loyalty those customer are lying who are satisfied or dissatisfied with the product. The next pyramid level are the satisfied buyers who might switch and have low switching cost; there is less risk associated with the change in product or brand. Next level consumers are brand friendly. While the fifth level of loyalty pyramid contain that customer who are committed to the brand. They feel proud of themselves being associated with the brand further they recommend the brand to others ([D. A. Aaker, 2012](#)).

The Brand Builder model explain the method of studying the phenomenon of brand loyalty construct. These methods contain both attitudinal and behavioral elements of brand loyalty. This has been formulated on the basis of some presumptions; that every brand could be explained behaviorally. A variety of questions or survey can be used at the place of purchase or in the markets to observe the behaviors and attitudes of customers towards a specific brand ([Mellens et al., 1996](#)).

([Uncles et al., 1998](#)) little evidences have been found that the construct of brand loyalty gradually declines for last decades and the brand loyalty pattern for the organizations who lead the market share is stable. ([Dekimpe et al., 1997](#)) states that buying choices of customer is based on brand loyalty might become simple and habitual in its nature. Which is a result of satisfaction related to the brand. A strong base of the loyal customers always beneficial for a firm because it causes a reduction in the advertising cost of business. Further loyalty can be capitalized on different strategies such as brand expansion strategy and market penetration ([Solomon, 2014](#)). ([Dick & Basu, 1994](#)) argued that loyalty should not be limited up to only repurchase behavior. This brings a new door open for the large number of variables which can be used for studying the brand loyalty ([Ladhari et al., 2011](#)). Literature further suggested that brand management phenomenon do not change the whole structure of market ([Meyer-Waarden & Benavent, 2006](#)).

Significance of Brand Loyalty

Brand loyalty is a vital objective and a significant outcome of an effective promotion programs, sales creativities and product growth exertions. Every successful brand has loyal customers at their nucleus. These loyal customers consider the brands in a better way, make purchases more frequently and suggest the brand to other people. Loyal customers are the basic base of marketing strategy of an organization; base of profitable outcome as well as a sound platform of brand development and upgrading. Loyal customer are direction for brands, if a brand loses its sight on customer it may lose its direction and may suffer loss in shape of market share decline.

Theoretical Framework

This study has suggested a model for the determination of dimensions of brand loyalty for mobile phones among customers. Further explaining the lengths of attitudinal loyalty as well as behaviorally loyalty for brands of mobile phones. Literature has suggested that there is an effect of satisfaction ([Russell-Bennett et al., 2007](#)), as well as perceived value of brand is also associated with the brand loyalty ([Yi & Jeon, 2003](#)), there is an association between price of product and loyalty level of customers of that brand ([Krishnamurthi & Raj, 1991](#)). Chaudhuri and Holbrook (2001) has found that the brand trust has also an affect on the loyalty of customer regarding that brand; the authors inspected two facets of brand loyalty; purchasing loyalty and attitudinal loyalty. These aspects of loyalty have taken as relating variables in the associations of impacts from trust in brand as well as brand affect to brand performance ([Chaudhuri & Holbrook, 2001](#)).

Literature discussed the attitudinal and the behavioral dimensions of loyalty ([Day, 1976](#); [Dick & Basu, 1994](#); [Mellens et al., 1996](#)). Attitudinal loyalty is an attitudinal predilection entailing faithfulness to a specific brand and aim of customer to buy again the

brand ([Mellens et al., 1996](#)). The faithfulness aspect shows the affective constituent of a customer's attitude and the intention constitute shows the cognitive or evaluative element of a customer's attitude ([Gautam, 2015](#)). Contrastingly, behavioral research in loyalty is only concerned with actions which are observable; actual purchasing behaviors ([Devece, Garcia-Agreda, & Ribeiro-Navarrete, 2015](#)). Therefore, behavioral loyalty is being explained as purchasers' replication of buying pattern for a specific brand; that is also discovered by the arrays of continued support and real expenditure behaviors" ([East et al., 2005](#)).

Bennett & Rundle-Thiele (2002) have studied the attitudinal loyalty and their study shows the results suggesting that the attitude headed for the deed of purchasing a brand can be used to explain or envisage purchasing behavior ([Bennett & Rundle-Thiele, 2002](#)). Fader & Schmittlein (1993) proposed a demonstrating framework in order to study customer behavioral loyalty as evidenced by two aspects of loyalty: the first one is the hard-core loyalty, when a customer's wholly repeat purchase of one product substitute, and the 2nd one is strengthening loyalty, when customers might be get switched among product substitutes ([Fader & Schmittlein, 1993](#)). An association between quality and behavioral loyalty has been perceived in which the coefficients are not only highly significant but also are of high value ([Liang & Wen-Hung, 2004](#)).

Hypothesis no. 1: Satisfied customer are loyal ones; hence there is a positive relationship between the satisfaction and brand loyalty

Literature always states that more the customer is satisfied with the brand products and services the more he is loyal with the brand ([Bowen & Chen, 2001](#); [Fornell, 1992](#); [Lam, Shankar, Erramilli, & Murthy, 2004](#); [Wallin Andreassen & Lindestad, 1998](#)). In this study, the association in the customer satisfaction level and brand loyalty of mobile phones is going to be examined. For this following hypothesis is designed.

H1. Customer satisfaction has a positive effect on brand loyalty.

H0. Customer satisfaction has no effect on brand loyalty.

Hypothesis no. 2: Brand loyalty increases when perceived value of brand is fulfilled

Customer become aware of the brand due to promotions and marketing efforts of an organization done for its brand ([Jacoby, Olson, & Haddock, 1971](#)). Brand offer a set of features which are associated with the product of that brand. As a result of these promotions a customer perceived specific features and quality aspects regarding that brand ([Severi & Ling, 2013](#)). When once these perception become reality customer intend to buy the products from the same brand and this commitment with the brand leads to the brand loyalty ([Lam et al., 2004](#)).

In this research study a hypothesis is designed to find out whether the loyalty for mobile phones brands increases if value of brand perceived by the customer is fulfilled or it has no impact on brand loyalty.

H2. Perceived value has a positive effect on brand loyalty.

H0. Perceived value has no effect on brand loyalty.

Hypothesis no. 3: Customer remain loyal irrespective of price of products

Price always a deciding factor in purchase decision of customers ([Grabowski & Vernon, 1992](#); [Krishnamurthi & Raj, 1991](#)). But if a customer is loyal with the brand the rising prices will not affect the buying pattern of the customer. In the market of Pakistan where competition among the mobile phones brand is fierce, price must have an impact on buying patterns of customers. In order to find this out following hypothesis is designed.

H3. Price has effect on brand loyalty

H0. Price has no effect on brand loyalty

Hypothesis no. 4: Satisfied customer has trust in brand

The results obtained from literature suggested the key role of brand trust in building brand loyalty. Trust in brand is a variable that creates consumers' commitment, especially in circumstances of high involvement of brand and customers; the effect of brand trust is stronger as compared to overall satisfaction in brand loyalty ([Selnes, 1993](#)).

Hence to study the effect of trust in brand over satisfaction and then ultimately on brand loyalty a hypothesis is designed.

H4. Trust has a positive effect on brand loyalty.

H0. Trust has no effect on brand loyalty.

Hypothesis no. 5: Customer of mobile phones brands are attitudinally loyal with brand

The Brand Builder model provides a way of studying the brand loyalty concept which entails the both aspects of loyalty; attitudinal and behavior components ([Boyle, 2007](#)). To find out the loyalty dimensions of customers of mobile phones in the market of Pakistan following hypothesis has been designed.

H5. User of mobile phones are attitudinally loyal

H0: User of mobile phones are not attitudinally loyal

Hypothesis no. 6: Customer of mobile phones brands are behaviorally loyal with brand

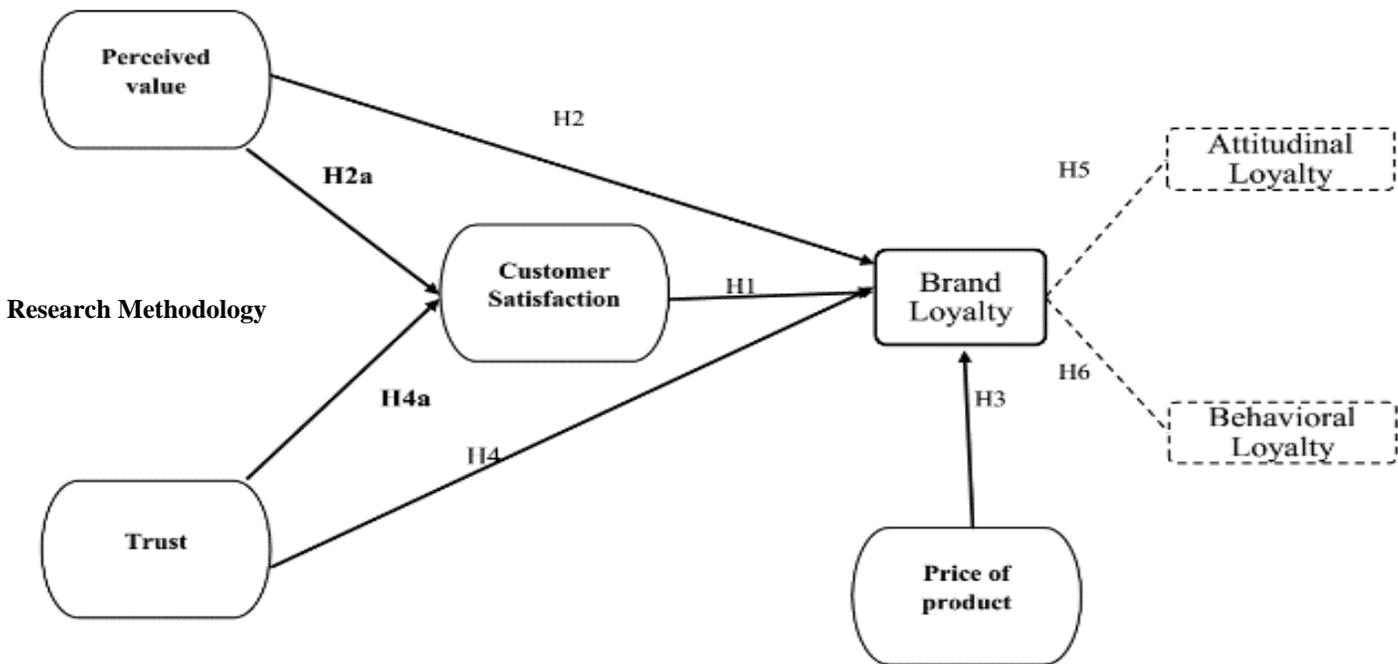
It is based on the assumptions that all brands can be described behaviorally, that a series of survey questions can be employed in place of probability of purchase, and that consumer behaviors and attitudes towards brands can be linked ([Baldinger & Rubinson,](#)

1996). (Khan, 2010) conducted a research study with an objective to explore the elements that explain the development of behavioral loyalty. These study results are further carried in current research which have a purpose to find out whether customers of mobile phones are attitudinally loyal or behaviorally.

H6: User of mobile phones are behaviorally loyal

H0: User of mobile phones are not behaviorally loyal

Hypothesized Research Model



Sample and Procedure

We focus on the mobile phones users of all brands. There are many brands of mobile phones available in market. Further the all demographics of customers have been taken in this research.

Table 1: Demographics characteristics of respondents

Demographic Characteristics	Percentages
Gender	
Male	45.2
Female	54.8
Age	
16-25 years	60.8
26-45 years	37.2
Level of Education	
High school	3.6
Undergraduate	9.6
Masters	86.8
Income level	
10-20 lac	74.8
20-30 lac	12.0
40-50 lac	1.6
60-70 lac	2.0
more than 70 lac	9.6
% of mobile phones from this brand	
0-15%	11.6
16-30%	9.2
31-45%	2.0
46-60%	8.4
61-75%	25.6
76-90%	28.0

91-100%	15.2
Since how long using this brand	
Less than 12 months	8.0
1-2 years	22.8
2-3 years	16.8
3-4 years	19.2
4-5 years	6.8
5-6 years	12.8

Data collection: data is collected with the help of questionnaire which has been adopted from the research of (Khan, 2010). We distributed 300 questionnaires and out of them 270 responses were obtained. After missing value analysis, the final sample consists of 250 responses. The demographics of the respondents are given in Table 1.

Measurement

For the measurement of variables we use items; for satisfaction we used 3 items, for perceived value we used 3 items. To measure the variable of brand trust we used 3 items, for price we used 3 items. For measuring the attitudinal loyalty we used 4 items and for behaviorally loyalty we used 4 items.

Data Analysis

Data has been analyzed in three steps

- a. The reliability of data has been analyzed
- b. The regression analysis is run to check the dependence of brand loyalty on the hypothesized variables
- c. Then the data has been analyzed descriptively to check the percentages of loyalty dimensions; attitudinal or behavioral

Measurement Reliability

The seven construct showed high internal consistency and reliability with Cronbach alpha value .674 while Cronbach Alpha.

Regression analysis

To analyze the effect of different constructs on brand loyalty regression analysis is done and following results have been found out.

Hypothesis no. 1: Satisfied customer are loyal ones; hence there is a positive relationship between the satisfaction and brand loyalty

- H1. Customer satisfaction has a positive effect on brand loyalty.
 H0. Customer satisfaction has no effect on brand loyalty.

Table 2: Satisfied customer are loyal ones

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.674	1	13.674	24.754	.000 ^b
	Residual	136.990	248	.552		
	Total	150.664	249			

Having satisfaction independent variable and brand loyalty dependent variable regression analysis shows with the Significance value of .000 and with df 1. It means the satisfied customer of mobile phones in Pakistan are loyal ones. Hence H1 is accepted.

Hypothesis no. 2: Brand loyalty increases when perceived value of brand is fulfilled

Having perceived value of brand independent variable and brand loyalty dependent variable regression analysis shows with the Significance value of .000 and with df 1. It means the customer with fulfilled perceptions of mobile phones in Pakistan are loyal ones. Hence H2 is accepted.

- H2. Perceived value has a positive effect on brand loyalty.
 H0. Perceived value has no effect on brand loyalty.

Table 3: Brand loyalty increases when perceived value of brand is fulfilled

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	16.432	1	16.432	30.359	.000 ^b
	Residual	134.231	248	.541		
	Total	150.664	249			

Hypothesis no. 2a: Perceived value of brand has positive impact on customer satisfaction

Having perceived value of brand independent variable and customer satisfaction dependent variable regression analysis shows with the Significance value of .000 and with df 1. It means the customer with fulfilled perceptions of mobile phones in Pakistan are loyal ones. Hence H2a is accepted.

H2a. Perceived value has a positive effect on customer satisfaction.

H0. Perceived value has no effect on customer satisfaction.

Table 4: Effect of perceived value on customer satisfaction

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.232	1	39.232	52.311	.000 ^b
	Residual	185.995	248	.750		
	Total	225.227	249			

Hypothesis no. 3: Customer remain loyal irrespective of price of products

Having price of brand independent variable and brand loyalty dependent variable regression analysis shows with the Significance value of .000 and with df 1. It means the customer consider price of mobile phones in Pakistan. Hence H0 is accepted.

H3. Price has effect on brand loyalty

H0. Price has no effect on brand loyalty

Table 5: Customer remain loyal irrespective of price of product

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	7.870	1	7.870	13.668	.000 ^b
	Residual	142.794	248	.576		
	Total	150.664	249			

Hypothesis no. 4: customer who has trust in brand are brand loyal

Having trust in brand independent variable and brand loyalty dependent variable regression analysis shows with the Significance value of .000 and with df 1. It means the customer with fulfilled perceptions of mobile phones in Pakistan are loyal ones. Hence H4 is accepted.

H4. Brand Trust has a positive effect on brand loyalty.

H0. Brand Trust has no effect on brand loyalty.

Table 5: customer who has trust in brand are brand loyal

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	9.152	1	9.152	10.505	.001 ^b
	Residual	216.075	248	.871		
	Total	225.227	249			

Hypothesis no. 4a: customer who has trust in brand are more satisfied

Having trust in brand independent variable and customer satisfaction dependent variable regression analysis shows with the Significance value of .000 and with df 1. It means the customer with fulfilled perceptions of mobile phones in Pakistan are satisfied ones. Hence H4 is accepted.

H4a. Brand Trust has a positive effect on customer satisfaction.

H0. Brand Trust has no effect on customer satisfaction.

Table 6: Effect of Brand trust on customer satisfaction

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.152	1	9.152	10.505	.001 ^b
	Residual	216.075	248	.871		
	Total	225.227	249			

Hypothesis no. 5: Customer of mobile phones brands are attitudinally loyal with brand

The descriptive statistics shows that only 39.5 % customer are agree with the fact that they are attitudinally loyal with their brands. While 17% are agree and 12% disagree with this.

Hypothesis no. 6: Customer of mobile phones brands are behaviorally loyal with brand

Further the descriptive statistics of behavioral dimension of loyalty shows that 35% people agree that they are behaviorally loyal while 10 % strongly disagree, 14% are strongly agree to this fact.

Findings

This study has the objective to study the brand loyalty dimensions among the user of mobile phones in market of Asia specifically in Pakistan. The results of the study shows that the customers are loyal to their brands if their perceptions regarding services of the brand are fulfilled. Further it has been found that if customer is satisfied with the services and products of brand he remain loyal otherwise he will switch to other brand. Study also found that loyal customer have trust in brand of mobile phones they are using. Literature always showed that price is irrelevant factor for loyal customers, but in this study it has been found that price is considered by the customers. So mobile phones brand should have look on the market prices also if they want to keep their customer loyal. Two dimensions of brand loyalty have been discussed in the literature review. This research has studied the new paradigm of these dimension; either customer of mobile phones in the market of Pakistan are loyal with mobile phones brand attitudinally or behaviorally. Results show mix calculations; customers are equally loyal to brand attitudinally as well as behaviorally.

Managerial Implication

This study is helpful for the managers of mobile devices brands. They can observe the behavior and loyalty pattern of their consumers and this will help them to improve their loyalty development program.

Limitations of the study

Although this study works on new paradigm of brand loyalty of mobile devices in Pakistan, but there are certain limitations of this study

1. The population of the study is limited as compared to the number of users of mobile devices in Pakistan
2. The study I mainly focusing on the two determinants of brand loyalty; attitudinal loyalty and behavioral loyalty. According to literature the determinants of loyalty are many.
3. The study is just explaining the effect of determinants of loyalty not their pattern.

Recommendations for further research

This study can be used as a base and researcher can further explain the moderating and mediating effects of aforementioned determinants of brand loyalty. Further it can be used to study the effect of a specific brand loyalty program in Pakistan.

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