

Consumer Loyalty Towards Marketing of Global Brand - A Study with Reference to Apple Products

S. Shrijanya

Student, Department of Commerce and Management, Mount Carmel College, Bengaluru, India

Abstract: With increasing Globalization and international trade, a number of International brands are entering into India which is one of the fastest growing and highly competitive markets in the world. Though, most of the international firms fails to understand the needs of domestic consumers and leads to the reduction in consumer loyalty. But there are few of them who have been successful in positioning their brands into domestic market because they attempt to understand the needs of target group before introducing a brand into market. In the actual society personal opinions has become more valid than ever. Brands are being promoted by the customer themselves. Most of the times are the people who look for a brand. It is believed that the consumers' values blend to those of a brand and supports it with passion turned into expression of who the consumers' are. The aim of the study is to discuss the loyalty of the consumers towards the brand in a period of constant innovations in the features and technological aspects, to analyse the motivations of a loyal consumers and to discover what takes to a brand achieve this loyalty. The method on which this work was produced was a set of theoretic approaches of marketing and sociology. For this purpose, the data is collected from various categories of consumers, from different regions in Bengaluru by using both primary and secondary methods. The data were analysed scientifically to make appropriate recommendations to the Apple product marketers.

Keywords: Global products, brand loyalty, consumer loyalty, consumer behaviour, consumer perception, positioning.

1. Introduction

In the best scenario the brand would achieve incredibly high levels of awareness among all types of customers and would be easily differentiated and positioned in the mind of the consumers that would lead the industry. The intrinsic values of the brand would be very deeply related its products that people would purchase them to express their personality. It would lead to a close affinity towards the brand, being able to be developed throughout the time into a cult and even a passion. An organic and transparent promotion made by the consumers themselves would be generated. A loyal, engaged customers would be the best consequences. Consumer loyalty is the result of consistently positive emotional experience, physical attribute based satisfaction and perceived value of an experience, which includes the product or services. Every firm wants to create and retain a loyal customer who engages in continued profitable

business with them. customer loyalty is the measure of success of the firm in retaining a long term relationship with the customer. thus customer loyalty is when an organization receives the ultimate reward of his efforts in interacting with its customers. customer loyalty tends the customer to voluntarily choose a particular product against another for their needs. The loyalty may be product specific or it may be company specific. When a loyal customer has repetitive requirement of the same products, such customers may be described as being 'brand loyal'. loyalty is demonstrated by the actions of the customer. But it doesn't mean that the customer satisfaction level can measure his loyalty. Customer loyalty is not customer satisfaction. customer satisfaction is the basic entry point for a good business to start with. A customer can be very satisfied with the deal and still not be loyal. On the other hand, a customer may not express satisfaction but wants to remain loyal to the supplier due to some reasons which keeps him benefited from that supplier. For the same degree of satisfaction, the loyalty level may also be different for different firms. On the other hand, loyalty should not be considered as just an attitude. customer loyalty should have a direct connection to a company's financial results. The firm should be able to plan a clear and direct economic benefit of some kind, as the result of the strategies and tactics he employs to increase its customers' loyalty. Measuring customer loyalty and developing a retention strategy are of great importance to an organization's success.

2. Statement of the problem

In context of fiercely increasing competitive environment in the industry of mobile, there are various providers who are with intensive forms of marketing strategies in order to compete and further gain customer loyalty.

The growth of the global products and quick adoption of these products by the domestic consumers has created complexities in society.

The wide growth of global product affects the sales of domestic products.

3. Literature review

- A study on impact of consumer loyalty with references to

the Indian Mobile Industry. by Dr Rajesh Kumar and Prof. Santosh (2017): Business, today has become extremely competitive and challenging. with which continuous and long term mutual relationship strategy with customers have emerged as one of the top priorities for most of the companies recently. By looking specifically into pull-push-mooring(PPM) migration model. The proposed study aims to examine the impact of relationship quality on customer loyalty.

- International market selection by Poul Houman Anderson, 2017: In the International market selection literature, selecting literature, selecting new markets is often largely understood as an information -processing problem. The notion is that managers require extensive market information to reduce decision making complexity. We argue, however, that managerial cognition is more central to international market selection processes since recognition and evaluation of strategic stimuli strongly affect the way this process is approached and executed. Market environments are not unambiguous realities, but abstractions that are given meaning through processes of selection, Identification and screening.

- The contribution of emotional satisfaction to consumer loyalty by YT Yu, 2001 : Many customer satisfaction studies have concluded that there is a significant relationship between customer satisfaction and loyalty , but this finding has been questioned in that most of studies focus on measuring the cognitive component of customer satisfaction .

- Brand trust in the context of consumer loyalty by Elena Delgado- ballster, 2001: The existing literature of brand loyalty has been essentially focused on the roles of perceived quality, brand reputation and especially satisfaction, due to the fact that they summarize consumers' knowledge and experiences, guiding their subsequent actions. The results obtained suggest the key role of brand trust as a variable that generates customers' commitment, especially in situations of high involvement, in which its effect is stronger in comparison to overall satisfaction.

- The role played by perceived usability, satisfaction and consumer trust on website loyalty by Carlos Flavian, Raquel Gurrea, 2006: This study is to determine the influence that perceived usability has on the user's loyalty to websites that they visit. The results of the empirical analysis confirmed that the trust of the user increases when the user perceived that the system was usable and that there was a consequent increase in the degree of website loyalty. In the same way, greater usability was found to have a positive influence on user satisfaction, and this also generated greater website loyalty. It was found that the user trust was partially dependent on the degree of positioning.

- Agency and trust mechanisms in consumer satisfaction and loyalty judgements, 2016. The authors propose a framework for understanding key mechanisms that shape satisfaction in individual encounters, and loyalty across ongoing exchanges. In particular, the framework draws together two distinct approaches. The authors specify how trust mechanisms cooperate and compete with agency mechanism to

affect satisfaction in individual encounters and influence loyalty in the long run.

4. Scope of the study

To highlight the extent to which various factors prevailing in the global environment influence consumer loyalty and marketer's various ways to attract and retain consumers.

5. Objectives of the study

1. To shed light on the concept on consumer loyalty and their varied perceptions.
2. To understand the factors that majorly influence the intensity of consumer loyalty with reference to Apple products.
3. To offer suggestions to Apple product marketers or producers.

6. Methodology

This research has been carried out by structured questionnaire based data, inclusive of both, primary method of data collection (through Chi square and KMO Bartlett's test) and secondary method data collection (articles, websites and published reports). This research is based on systematic sampling, where 50 respondents were taken into consideration, which are all users of Apple product users. The data is analyzed by using SPSS. The extracted data are analyzed and interpreted by using analysis techniques.

7. Operational definitions

- Consumer loyalty: It indicates the extent to which customers are devoted to a company's products or services and how strong is their tendency to select one brand over the competition.
- Consumer perception: It is a marketing concept that encompasses a customer's impression, awareness and consciousness about a company or its offerings.
- Consumer behavior: It is the study of individuals, groups, or organizations and all other activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioural responses.
- Positioning: Positioning defines where the product stands in relation to others offering similar products and services in the market place as well as the mind of the consumers.

8. Limitations of the study

- This study deals with only consumers of Bengaluru city and Apple product users.
- Sample size is comparatively small.
- The outcome of the research may not be considered as final and cannot be used to draw true conclusion.

Table 1
Case processing summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
gender * change apple	100	100.0%	0	.0%	100	100.0%

Table 2
gender * change apple Cross tabulation

Count	Change apple			Total
	often	Rarely	not at all	
gender				
Male	9	21	16	46
female	5	29	20	54
Total	14	50	36	100

Table 3
Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.242 ^a	2	.326
Likelihood Ratio	2.249	2	.325
Linear-by-Linear Association	.859	1	.354
N of Valid Cases	100		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.44.

9. Findings and observations

Percentage analysis

Gender wise representation

- This study involves more number of female respondents than male.
- This study states that more number of males are more likely to purchase other brands over Apple products.

Relationship between age of the respondents and their changing purchase attitude with reference to apple products.

Ho - There is no significant difference between the age and the changing attitude of individuals with reference to Apple products.

H1 - There is a significant difference between the age and the changing attitude of individuals with reference to Apple products.

Interpretation:

The significant value being 0.05, the calculated table significant value is 0.326 which is greater than 0.05 and the null hypothesis is rejected and alternate hypothesis is accepted. Thus, there exists a relationship between the gender of the respondents and the changing purchase attitude with reference to Apple products.

10. Findings and suggestions

Findings:

- It is found that the female respondents are more than male respondents.
- It is noticed that the male respondents (Apple users) are more likely to change to other brands.
- The study proves that female respondents (Apple users) are likely to be loyal consumers.

Suggestions:

- The marketers need to adopt new innovations and technology to attract consumers.
- The marketer needs to create goodwill among target consumers.

11. Conclusion

It is understood that the female respondents are not prone to change to other brands over Apple products compared to male respondents. It shows that the male respondents are more adaptable towards the changes in features and technological innovations when it comes to purchasing products. Therefore, it can be concluded that female Apple users are more loyal towards Apple brand compared to male respondents.

References

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