

Effects of Psychological Factors of Brand in attaining Consumer's Brand  
Loyalty: A Study Based on Smart Phone Consumers of Pakistan

*By*

Waiza Rehman

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## Table of Content

<b>ABSTRACT.....</b>	<b>1</b>
<b>CHAPTER 1 INTRODUCTION .....</b>	<b>2</b>
1.1 BACKGROUND OF THE STUDY .....	2
1.2 PROBLEM STATEMENT.....	4
1.3 RESEARCH OBJECTIVES .....	4
1.4 RESEARCH QUESTIONS .....	5
1.5 OVERVIEW OF THEORETICAL FRAMEWORK.....	5
1.6 OVERVIEW OF RESEARCH METHODOLOGY .....	6
1.7 SIGNIFICANCE OF THE STUDY .....	6
1.7.1 Theoretical contribution.....	6
1.7.2 Practical implication .....	6
1.8 LIMITATIONS .....	7
1.8.1 Theoretical Limitations: .....	7
1.8.2 Methodological Limitation: .....	7
1.8.3 Sampling Limitation: .....	7
<b>CHAPTER 2 LITERATURE REVIEW .....</b>	<b>8</b>
2.1 BRAND LOYALTY .....	9
2.2 BRAND LOVE AND BRAND LOYALTY .....	10
2.3 BRAND RESPECT AND BRAND LOYALTY .....	16
2.4 BRAND TRUST AND BRAND LOYALTY.....	17
2.5 BRAND IMAGE AND BRAND LOYALTY.....	19
2.6 BRAND REPUTATION AND BRAND LOYALTY .....	23
<b>CHAPTER 3 THEORETICAL FRAMEWORK .....</b>	<b>26</b>
3.1 BRAND LOVE.....	26
3.2 BRAND IMAGE .....	27
3.3 BRAND RESPECT.....	27
3.4 BRAND TRUST .....	27
3.5 BRAND REPUTATION .....	28
3.6 HYPOTHESES DEVELOPMENT .....	29
3.6.1 Hypothesis 1 .....	29
3.6.2 Hypothesis 2 .....	29

3.6.3 Hypothesis 3 .....	30
3.6.4 Hypothesis 4 .....	30
3.6.5 Hypothesis 5 .....	30
<b>CHAPTER 4 METHODOLOGY .....</b>	<b>31</b>
4.1 RESEARCH DESIGN .....	31
4.2 PHILOSOPHICAL PARADIGM .....	32
4.3 RESEARCH STRATEGY AND APPROACH .....	33
4.4 TIME HORIZON .....	34
4.5 TARGET POPULATION AND SAMPLE SIZE .....	34
4.6 SAMPLE METHOD AND SIZE .....	35
4.7 MEASURING INSTRUMENT AND MEASUREMENT OF VARIABLES .....	35
4.8 METHODS FOR STATISTICAL ANALYSIS .....	36
4.9 OPERATIONAL DEFINITIONS .....	36
4.9.1 Brand Love .....	36
4.9.2 Brand Respect .....	37
4.9.3 Brand Trust .....	37
4.9.4 Brand Image .....	37
4.9.5 Brand Reputation .....	37
4.9.6 Brand Loyalty .....	37
<b>CHAPTER 5 RESEARCH FINDINGS .....</b>	<b>38</b>
5.1 RELIABILITY AND VALIDITY ANALYSIS .....	38
5.2 CONFIRMATORY FACTOR ANALYSIS .....	38
5.3 SURVEY – GENERAL DESCRIPTION .....	39
5.4 CORRELATION .....	45
5.5 ERROR BAR .....	47
5.5.1 Brand Love and Brand Loyalty .....	48
5.5.2 Brand Respect and Brand Loyalty .....	49
5.5.3 Brand Trust and Brand Loyalty .....	50
5.5.4 Brand Image and Brand Loyalty .....	52
5.5.5 Brand Reputation and Brand Loyalty .....	53
5.6 NON PARAMETRIC TESTS .....	54
5.6.1 Reason for using non parametric tests .....	54

5.6.2 Test of several related samples- k related .....	55
5.6.2.1 Friedman Test .....	55
5.6.2.2 Kendall's W Test .....	56
5.6.2.3 Assumptions of tests .....	56
5.6.3 Kruskal-Wallis Test .....	57
5.6.4 Median Test .....	59
5.6.5 Jonckheere -Terpstra Test .....	61
5.7 REGRESSION RESULTS OF LOGIT MODEL .....	63
5.8 TREND ANALYSIS .....	68
<b>CHAPTER 6 DISCUSSION AND CONCLUSION.....</b>	<b>75</b>
6.1 DISCUSSION .....	75
6.2 CONCLUSION .....	77
6.3 PRACTICAL IMPLICATIONS.....	79
6.4 FUTURE RECOMMENDATIONS.....	79
<b>REFERENCES.....</b>	<b>80</b>
<b>APPENDIXES .....</b>	<b>99</b>

### List of Tables

Table 1. Reliability and Validity	38
Table 2. Correlation	46
Table 3. K-Related tests 'Friedman & Kendall's W'	57
Table 4. Kruskal Wallis Test	58
Table 5. Median Test	59
Table 6. Jonckheere-Terpstra Test	61
Table 7. Logit Regression Test	66

### Table of Figures

Figure 1. Schematic diagram: Influence of brand love, brand respect, brand trust, brand image & brand reputation on brand loyalty.	28
Figure 2. Confirmatory Factor Analysis	39
Figure 3. Relationship between Smartphone users and Brand Love	68
Figure 4. Relationship between Smartphone users and Brand Respect	69
Figure 5. Relationship between Smartphone users and Brand Trust	70
Figure 6. Relationship between Smartphone users and Brand Image	71
Figure 7. Relationship between Smartphone users and Brand Reputation	72
Figure 8. Relationship between Smartphone users and Brand Loyalty	73
Figure 9. Survey Pie Chart - Gender	103
Figure 10. Survey Pie Chart - Age	103
Figure 11. Survey Pie Chart – Education Qualification	104
Figure 12. Survey Pie Chart – Smartphone brand in use	104
Figure 13. Survey Pie Chart – Professional Status	105
Figure 14. Survey Pie Chart – Brand Love item 1	105
Figure 15. Survey Pie Chart – Brand Love item 2	106
Figure 16. Survey Pie Chart – Brand Love item 3	106
Figure 17. Survey Pie Chart – Brand Love item 4	107
Figure 18. Survey Pie Chart – Brand Love item 5	107
Figure 19. Survey Pie Chart – Brand Love item 6	108
Figure 20. Survey Pie Chart – Brand love item 7	108
Figure 21. Survey Pie Chart – Brand Respect item 1	109
Figure 22. Survey Pie Chart – Brand Respect item 2	109
Figure 23. Survey Pie Chart – Brand Respect item 3	110
Figure 24. Survey Pie Chart – Brand Respect item 4	110
Figure 25. Survey Pie Chart – Brand Trust item 1	111
Figure 26. Survey Pie Chart – Brand Trust item 2	111
Figure 27. Survey Pie Chart – Brand Trust item 3	112
Figure 28. Survey Pie Chart – Brand Image item 1	112
Figure 29. Survey Pie Chart – Brand Image item 2	113
Figure 30. Survey Pie Chart – Brand Image item 3	113

Figure 31. Survey Pie Chart – Brand Image item 4	114
Figure 32. Survey Pie Chart – Brand Image item 5	114
Figure 33. Survey Pie Chart – Brand Reputation item 1	115
Figure 34. Survey Pie Chart – Brand Reputation item 2	115
Figure 35. Survey Pie Chart – Brand Reputation item 3	116
Figure 36. Survey Pie Chart – Brand loyalty item 1	116
Figure 37. Survey Pie Chart – Brand Loyalty item 2	117
Figure 38. Survey Pie Chart – Brand Loyalty item 3	117
Figure 39. Survey Pie Chart – Brand Loyalty item 4	118
Figure 40. Survey Pie Chart – Brand Loyalty item 5	118
Figure 41. Survey Pie Chart – Brand Loyalty item 6	119
Figure 42. Non Linear curve for Brand Love	119
Figure 43. Non Linear curve for Brand Respect	120
Figure 44. Non Linear curve for Brand Trust	120
Figure 45. Non Linear curve for Brand Image	121
Figure 46. Non Linear curve for Brand Reputation	121
Figure 47. Non Linear curve for Brand Loyalty	122



### **Abstract**

Since 90's research on brands are highly developed and notified as the major part of literature. Among them, the brand loyalty has been worldly under discussion. Since the emotions are the most memorable elements of psychology, so it is important to include the emotional factors while the development of brand loyalty. Most of the literature on brand was not available in context of Pakistan, where brands are new born and consumers are newly brand conscious. In this study the brand psychological factors i.e. brand love, brand respect, brand trust, brand image and brand reputation, being qualitative in nature have been investigated and figured out their impact on consumer behavior towards brand loyalty. The purpose of the study is to sort out empirically that qualitative nature psychological factors of consumers influenced the brand loyalty of smartphone users in Pakistan. Parametric and nonparametric correlation, non-parametric rank tests, Logit model error bar and trend analysis is used to analyze the data. It is found that the brand love, brand respect, brand trust, brand image and brand reputation are positively and significantly affect the brand loyalty of the consumers. In perspective of managerial implication, this study intends to positively infer some truth in the domain of marketing.