

# **Impact of Customer-Based Engagement on Brand Loyalty**

## **Abstract**

**Purpose:** The research focused on the evaluation of the brand loyalty of Honda Motors in Pakistan. The study incorporated three variables in the evaluation and formed the research objectives and hypothesis for evaluation. The variables included emotional, cognitive and intentional brand engagement by Honda Motors in Pakistan via their Facebook page to attract the customers to increase their brand loyalty.

**Methodology:** Quantitative research approach is used to test the hypothesis developed. A survey was conducted in which online questionnaires were filled from 300 followers of Honda brand on its official Facebook page. The research performed the analysis of the information collected with the use of regression analysis that helped with the assessment according to the hypothesis and objectives formed.

**Results:** Based on the regression results each of three independent variables such as cognitive engagement, intentional engagement and emotional engagement had a positive effect on the brand loyalty and helped Honda Motors in Pakistan to improve their engagement with the customers using the three methods of engagement.

**Keywords:** *Cognitive Engagement, Intentional Engagement, Emotional Engagement, Brand Loyalty*

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