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Factors Affecting the Brand Loyalty in Smartphones: A Survey of Loyalty Behavior of Customers in University of the Punjab

Mula Nazar Khan

Student, Hailey College of Commerce, University of the Punjab, Lahore, Pakistan

Muhammad Rizwan

Student, Hailey College of Commerce, University of the Punjab, Lahore, Pakistan

Sufyan Rasheed

Student, Hailey College of Commerce, University of the Punjab, Lahore, Pakistan

Mehran Habib

Student, Hailey College of Commerce, University of the Punjab, Lahore, Pakistan

Abstract:

Problem statement: How many factors that influence the brand loyalty in smartphones of customers.

Purpose of the Research: Aim of this research is to determine the different factors that lead the brand loyalty in smartphones in Pakistan's smartphone market.

Conceptual Framework: A conceptual model is formulated after the critical evaluation and analysis of academic journals based customer satisfaction and other independent variables to dependent variable.

Methodology: Quantitative approach is used to quantify the relationship between dependent and independent variables based on the proposed theoretical model that delineates the relationships between dependent variable brand loyalty and the independent variables customer satisfaction, perceived quality, brand experience, brand image, brand switching cost and product involvement.

Data: In total 105 responses were collected through a structured questionnaire from different places in Punjab University. Apple and Samsung brand users are interviewed in the data gathering process.

Findings: The analysis propose customer satisfaction, customer product involvement and brand image was the strong-minded brand loyalty in Apple brand, whereas customer satisfaction was the only strong-minded elements in Samsung smartphone brand.

Keywords: *Customer perceived quality, brand image, brand loyalty, customer satisfaction, customer product involvement, brand switching cost, Smartphone.*

1. Introduction

Smartphones are one of the most revolutionary inventions of recent history because it is five years ahead of any other mobile phones or devices in the industry (The Guardian, 2012). Smartphones also have broad processing and data storage capacity in addition to cell phone capabilities (Layland, 2010). According to Leyland, et al. (2010) Smartphone users have the capability to process data with considerable speed and efficiency at their own convenience regardless of their geographical locations. Users can access several functions and capabilities including application download, information services, instant messaging, calling, global positioning systems (GPS), entertainment, and WiFi (Euromonitor, 2010) (Layland, 2010). The demand for smartphones is high among global consumers due to the functionality and capabilities. According to Canalys.com (2012) and Euromonitor (2012), the global shipment for smartphones has increased considerably over the past three years. Smartphones surpassed the global shipment of personal computers in 2014 as suppliers shipped more than 488 million smartphones as compared to 415 personal computers (Canalys.com, 2014). According to Canalys.com (2014), the sales volume increased by a significant margin of 62.7% in the 2013/2014 period.

According to Euromonitor (2014), the sales volume in Pakistan increased in 124% in 2013 and the demand increased primarily due to the accessibility of cheaper models while the demand for feature phones decreased by 22% in the same year. The estimated demand and sales of Smartphones is expected to amplify at a rate of 115% during the 2010-2015 periods. On the other hand, the traditional leaders of the mobile phone industry including Sony Ericsson and Nokia experience several challenges due to the fierce competition in the Pakistan market due to rivals including HTC, Samsung, and Apple. According to Euromonitor (2012), Samsung, HTC, and Apple are prominent players in the smartphone industry due to their brand recognition and aggressive marketing campaigns.

The two most prominent attributes of the industry include small lives of products and swift enhancements in technology (Xun Li, et al., 2010). The aggressive manufacturing and marketing strategies by smartphone manufacturers lead to the launch of new smartphones with extensive features and high speeds on an annual basis (Xun Li, et al., 2010). The small product lives force

smartphone users to upgrade their phones after every 18 months to keep up with the new models and features (Xun Li, et al., 2010). According to Nielsen (2011), a significant amount of smartphone consumers comprises middle age and young individuals. The primary attributes of the smartphone consumer groups are broad mindedness, visibility, and profligacy. According to Anna Wilska (2002), most consumers perceive smartphones as a device for simplicity, leisure, entertainment, social connectivity and accessibility for information.

1.1. Rationale behind the Research

The previous researches conducted on the loyalty behavior of customers were conducted in the established environment and in the static marketplace. This means that you are not able to see new market's actor in the marketplace. Basically the atmosphere of the market is dynamic therefore the new market actors are dominating. Apart from this there are also some other reasons that affect the new market which includes; 1) very less life of product 2) Rapidly change design and development 3) Frequently introduction of new product in the market 4) Different market actors which are struggling to establish the competitiveness in the market. Therefore, the rationale behind this research is completely based on what different factors that leads the smartphone brand loyalty in Pakistan?

1.2. Research Objectives

- To find out the relationship between customer satisfaction and brand loyalty.
- To know the relationship between brand image and brand loyalty.
- Is brand experience and brand loyalty correlated or not?
- Customer product involvement correlated with brand loyalty or not?
- To find the significant relationship between perceived brand quality and brand loyalty.
- Brand switching cost influence the brand loyalty or not?

2. Literature Review

2.1. Brand Loyalty

Brand loyalty is a perception in which one specific product is preferred over the other. It does not relate to company but its products. There are a lot of benefits of brand loyalty. First it increases the sales volume due to which cost price is reduced. Second it the advertising expenses because customers themselves keep themselves aware from different sources. Customer pay for its favorable products without intensive bargaining. Loyal customers also recommend those products to others (Grimsley, 2014).

Conceptual framework or brand loyalty is an attitude which is ranked in brand position to which brand attitude ranges from high to low. Individual attitude towards brand can be positive or negative. If he has negative attitude about a specific product he does not care for it (Garland & Gendall, 2004). A consumer possesses positive or negative attitude in high or low rank. It is possible that if a customer has high positive attitude towards a product but still does not purchase it because of relative high positive attitude for other product. Attitude is a feeling and cannot be measured objectively. For brand loyalty it is necessary that consumer has relative high positive attitude towards that product and repeat patronage (Research and Markets, 2012).

Brand loyalty for durable goods and services in different from consumption goods. Durable goods are for long period of time and keep customer away from market until its replacement time. While consumptions are frequently used and its loyalty is measured through behavior of customer it means how many time and how much he makes purchase. Durable goods loyalty can be measured through attitude of the customer. For will be 100% loyal to a single durable goods brand (Thiele & Bennett, 2001). Factors of brands loyalty are actually not limited to six. We have discussed six because of time saving as response of one question takes too much time of the respondent. If we increase independent variables we have to increase a lot of questions which take too much time.

2.2. Customer Satisfaction

The three C's are important to make customer satisfied with the products. These are consistency, consistency, consistency. However, it is difficult to achieve (Pulido, Stone, & Strevel, 2014). Customer satisfaction is a result of purchase expectation and the experience after purchase. The customer might have low, high, or no expectations. It depends on brands importance for customer and cost of the brand. If customer has high purchase expectation, then customer satisfaction will be shown after experiencing with that product afterwards. A brand loyal satisfied customer does not care for high price of the product. Customer satisfaction can be overall satisfaction (Serkan & Gökhan, Customer loyalty and the effect of switching costs as a moderator variable: A case in the Turkish mobile phone market Marketing, 2005). Overall satisfaction is achieved after evaluating all incidents of satisfaction and dissatisfaction regarding all purchases made by the customer in past, which is longitudinal by nature.

Satisfaction is a subjective evaluation of the consumption experience. Comparison between expected performance and actual performance is applied on customer evaluation of product expectation indicates customer anticipated performance. There are various expectations indicators that customer might expect from brand performance (Cyr, 2006).

2.3. Brand Experience

It means how individual encounter with product by his own Behavioral Response. It is result when someone contact with a product continuously for a specific period of time. It starts from the consumption of brand to the environment where brand displayed (Kerin & Peterson, 1992). The brand experience is not general but a specific feeling which is recognized by that customer particularly and a response brand experience. The positive outcome of the Brand experience affects positively the on the Brand Loyalty." Brand

experience as a combination of behavioral, affective and cognitive response “Brand experience is conceptualized as sensations, feelings, cognition, and behavioral responses evoked by brand-related stimuli that is part of a brand’s design and identity, packaging, communications, and environments. Brand experience has a greater impact on the customer. This is criteria on which a customer decides to be loyal with the brand or not. If customer has an excellent experience with the product then he will stay with that brand for long period of time (Srinivasan R. E., 2003).

2.4. Brand Quality

Individual he perceives the quality of brand (Cole, Robert, & Flynn, 2009). Individual customer is best judge of brand quality. There are also some parameters which are helpful in determining the quality of brand product. Parameters for durable goods are; performance, it means how the product perform those functions for what it is made. Performance refers how well the product performs the intended purpose, for example, how well micro-wave cook food. Prestige refers to how well the products communicate superiority and relevance to a social group. Features of the product are also very much important parameter to judge the quality of brand product. These features should be excellent and unique availability that product or service all the time when customer need is another important parameter for checking of brand quality these above parameters are helpful. Serviceability is another criterion on which we judge product quality. A product which is available all the time when required has great serviceability.

2.5. Brand Switching Cost

When customer change his preferences and give up his brand, switch to another brand then company bear switching cost in that phase. This switching cost is sunk cost mean it is one time and that is at the start of the purchase of brand. Switching cost can be in both financial and non-financial terms. Searching of new customer, cutting down existing prices to regain customer, cognition of product to new customer, warranty offers and other type of brand offers have to give to new customer. The sunk costs and progressive costs increase switching costs because it increases customers’ investment on a brand. Learning cost usually stated as the effort and energy put by customers to learn new setting and feature. Learning progress depends on customer skill and the complexity of brand. The more complex to learn a brand is the more time-consuming to get used to a new setting and procedure. Long procedural learning might frustrate customers and they hesitate to change brands.

2.6. Brand Image

It means what are the customer perceptions and good or bad feelings about the product. There are some tangible and intangible attributes which reveal the image of that product in the memory of customer. Brand image has great influence on the purchasing decisions of customers. A positive brand image helpful in purchasing decisions (Lee, Lee, & Wu, 2009). All competitive brands differentiate themselves on the basis of some unique dimensions from other competitor’s brands. This brand differentiation in form of color, texture, design, weight, sound and other different dimensions (Srinivasan S. S., 2002).

2.7. Customer Product Involvement

The concept customer product involvement can be defined as the customer’s personal relation with the particular brand. The customer gives importance to its personal product or brand which is very necessary. Other than the product Pascale and Al lin lim, the perception of customer identifies their involvement lever with the particular product or service. Customer produce involvement influence by the perception of customer to its particular brand. For the selection of a brand, the customer plays a vital role to determine the selection of product which meets all the require criteria.

3. Methodology

To do a good research, there are a number of research methodologies to conduct a research and to implement in the market for the purpose of knowing the performance. Purpose of the research and nature of the research define the which type of methodology will be applied.

All the methodologies are purely based on the way of collecting the require data and combine information in a manner that influence a particular product or a service, the users and the other persons who are using the data and analyzing them.

Basically the methodology involves the market identification, analyzing their characteristics, identification of product or service requirements, analyzing the behaviors of different customers in terms of like or dislike behavior.

All research methodology consists of two major approaches and their approaches are given below:

- i. Qualitative methodology
- ii. Quantitative methodology

For this research paper the research used the quantitative research approach to identify the significant relationship between the independent variables to dependent variables with the use of theoretical model. The theoretical model consists the dependent variable i.e. the brand loyalty and different independent variables such as the brand experience, brand switching cost, customer satisfaction, and customer product involvement and customer satisfaction.

3.1. Data Collection Method

There are mainly two type of data sources to collect the data for research purpose and these sources are discussed below:

3.1.1. Primary Records Gathering Method

This includes the information gathering only for the purpose of a research and therefore it affects the type of research which is being conducted.

3.1.2. Secondary Records Gathering Method

This includes the identification and evaluation the primary data.

For this research paper the research used the following data collection methods:

- Personal observation
- Questionnaire
- Websites
- Annual reports
- News papers
- Journals
- Researches
- Magazines

The research collect data from different people in Pakistan. In total about 200 comebacks were gathered. 100 responses were collected for each brand such as Sony and the Samsung.

3.2. Variables Explanation

Quantitative method is used to study the effect of independent variable on dependent variable. Brand loyalty is the dependent variable, which is influenced by the independent variables. The independent variables include customer satisfaction, brand quality, brand experience, brand image, switching costs and customer product involvement. Dependent and independent variables have a linear relationship. Linear relationship is the proportional increase/decrease in independent variable will proportional increase /decrease dependent variables.

To analyze the causal relationship between dependent and independent variables multiple regression mathematical model is used. This method is used for more than one variable that cause change in the dependent variable. Microsoft Excel and SPSS are applied to analyze the data. Microsoft excel is used to compile the raw data and then it is transferred to SPSS program. Variables coefficients, p-value, R and R² of the regression output are used to study the statistical significance of the estimated relationships, that is, the degree of confidence that the true relationship.

3.3. Data Gathering

Data is gathered from university of the Punjab, Lahore. There was minimal level of interference because we collected data from the students through a questionnaire, beyond administering a questionnaire to the students. We had not interfered with the normal activities of the students after data collection was completed, the compiled data in Microsoft Excel worksheet were transferred to SPSS program. Apple and Samsung data compiled separately. The survey questions consist of eight parts. The first part of the question includes demographic information of the respondents; age, gender, education and Smartphone brand the respondents were using at that time. The second part of the question includes customer satisfaction; the third part of the question includes perceived quality; the fourth part of the question includes brand experience, the fifth part of the question includes brand image; the sixth part of the question includes switching costs; the seventh part of the question includes customer product involvement, and the eighth's part includes brand loyalty. The questions organized from the independent variable to the dependent variables. There were 105 respondents for each brand, totaling 210 respondents including 35% male respondents and 65% female. Each question has a five-point Likert scale (one being 'strongly disagreed' and fifth being 'strongly agrees'). The questions were asked from a small number of respondents before administer into large scale.

A group of people who are currently using the brand (Apple, Samsung) is the population of this study. The age limits between 18 -30 years old. The age limits depict the users' income level and the inclination to new technology adoption. The users' income shows the amount of money that can be used for consumption and saving. When people age increase, they have less attraction towards complex setting products. Probability sampling is used. In probability sampling there is an equal chance of being selected. Whereas in non-probability sampling this does not happen and there is not equal chance of being selected.

Advantages of convenience sampling

- Numerous responses are collected quickly and at very low cost
- Easy and cost effective
- This will provide basis for future research

Disadvantages of convenience sampling

- Results are not so generalizable

3.4. Measurement

For measurement of independent variable guidance from previous studies has been taken and some measurement scales dimensions were adopted that has gone through the process of validity and reliability.

3.5. Reliability

Reliability refers the stability of the measurement instrument, it is providing same results repeatedly over and over again if the item is unchanged (Cooper & Schindler, 2011).

3.6. Validity

Validity refers the quality of instrument do a test measuring what actually a researcher want to measure how well an instrument is a predictor of specific characteristics (William, 2000).

3.7. Brand Loyalty

Five scale measurement is adopted for measurement of brand loyalty (Serkan & Gökhan, Customer loyalty and the effect of switching costs as a moderator variable: A case in the Turkish mobile phone market Marketing, 2005). Questions used in this part are taken from previous studies with certain modifications with the purpose of (Emerald Insight, n.d.a) to grasp the basic concept/ theme of loyalty (Dick & Basu, 1994).

3.8. Perceived Brand Quality

Five scale measurement is adopted to measure perceived brand quality. Several researchers have used different dimensions to measure this concept (Gilbert & Carol, 1982) (Rodoula, 2005). Observation or judgment of consumers regarding the Excellency and performance of the product are merely subjective. Five dimensional measurement scale is adopted with minor modifications.

3.9. Customer Satisfaction

Five scale measurement (strongly agree strongly disagree) is adopted to measure for measurement of customer satisfaction (Darsono & Marliana, 2006). Several researchers have used different dimensions to measure this concept. Questions used in this part are taken from previous studies with certain modifications with the purpose of to grasp the basic concept of customer satisfaction from research perspective. Performance of brand, meeting expectations of valued customers, no confirmation and satisfaction are major areas to be discussed.

3.10. Brand Image

Five scale measurement (strongly agree strongly disagree) likert scale is adopted to measure brand image (Salciuviene, Ghauri, Mockaitis, & De Mattos, 2009). The image of cell phone as a brand has been measured by different researchers from different cultural and geographical aspects. Operational measurement includes observations, benefits of symbolic attributes and attribute benefits.

3.11. Brand Experience

Five scale measurement (strongly agree strongly disagree) likert scale is adopted to measure brand experience. Several researchers have used different dimensions to measure this concept. Questions used in this part are taken from previous studies with certain modifications with the purpose of to grasp the basic concept of customer satisfaction from research perspective. In the past authors used to measure automobile experience but now researchers used to measure iPhone experience.

3.12. Brand Switching Cost

Social status of customers might be related to brand switching because if brand has positive or negative affect on customers' social status, customers will show switching behavior accordingly. Social and physiological risk factors effect on switching cost. Switching cost provides benefit to a firm as it is directly related to brand loyalty.

3.13. Customer Product Involvement

Customer product involvement is considered as individual customer's attachment with the brand. Customers' perceptions level indicates their involvement level with customers (Pascale & Ai Lin Lim, 2003). The principle of a brand for a customer might affect information searching, processing and decision making. Customers are related to their brands and this is due to individual self-concept, self-esteem and public self-consciousness. Customers are involved with a brand due to a number of reasons like (a) utilitarian (b) sign-value (c) hedonic. Customer involvement is considered as the level through which they gain personal importance, value, interest and situation specific goals.

3.14. Interpretations

To identify and analyze the actual population size for a research the most widely test is use for that purpose which name as the Normality test. This test identifies and analyze the data and classified data whether it is skewed or not (Research Guides Ebling Library, 2015). For the identification of normal distribution of selected i.e. the sampled data the statistical and graphical methods are used for that purpose therefore this create the normal probability plots which give a well solution to identify the variable distribution. There are two axes, the horizontal axis represents the information to ascending order that i.e. the smallest to largest whereas the vertical axis shows the information according to normal cumulative probability of the selected data (Andy, 2009).

Normal distribution of data produces a rubbernecking oblique line, so according to researcher criteria if the plotted information though the diagonal line, then the normality is full field and its means that all the data is normally distributed. Kurtosis and Skewness is the statistical models which is widely used to check the normality of the sample data. If the Skewness range rely in between the -1 and +1

then it is assumed the normality is full filed whereas in the Kurtosis model if the range rely in between the -3 and +3 then statistically assumed that the data is normally distributed. According to Paul, Skewness is basically a statistical test which is widely used to identify the distribution of sample data i.e. whether it is symmetrically distributed or not? Whereas the other model i.e. the Kurtosis model is widely used to analyze the relative concentrations sample data on the bases of tail vs. center value.

In this researcher paper, both sample data i.e. the Apple and the Samsung meet the require criteria and they normally distributed. The range of Kurtosis and Skewness model rely in between the satisfactory level of normality, but in both brands i.e. Apple and Samsung the age was is not normally distributed in that case. Age has significantly high value and also its Skewness is positively high.

The researcher uses another technique to its research paper i.e. the identification of multicollinearity in between the variables. This method identify correlation between the dependent variable and in the independent variable and check that whether they each other correlated or not. So in this research paper the multicollinearity state that there no significant correlation between the dependent variable and independent variables in sample data of both brands i.e. in Apple and in Samsung. The VIF value for both brands showing less than the threshold level three of independent variables.

3.15. Reliability Analysis

Cronbach's Alpha value of (.746) which represents the both brand i.e. Samsung and Apple meets the criteria because it showing good reliability. The research includes 37 questions in its questionnaire to check the reliability of data

Cronbach's Alpha	Number of items
.746	37

Table 1

3.16. Regression Analysis

Regression model is used to identify any significant relationship between the dependent variable and independent variables. According to below model the regression model summary output table shows the regression figures which calculated from SPSS through both Apple and Samsung brands. This model summary provides statistical information which is therefore usefulness of the regression model (Albert, 2001).

Model	R	R-Square	Adj R-Square	St. Error of estimates	R-Square change	F change	Df1	Df2	Sig F change
1	.657	.431	.397	.79892	.431	12.391	6	98	.000

Table 2

a. Predictors: (Constant), Customer Involvement, Customer Satisfaction, Perceived Quality, Brand Experience, Brand Switching Cost, Brand Image

In the above regression model summary table consists of R value to (.657) which is in between the 0 to 1 range that was predetermine for both Apple and Samsung brand and this values shows strong relationship of independent variables as the whole interrelated to dependent variable. Therefore, the above model shows that the independent variables create strong impact on the dependent variable. R2 is a technique that elaborates the degree of variation between the independent variable to dependent variable. In this research paper, the regression model summary shows the (65.7 %) change of brand loyalty which is the dependent variable in this paper on both brands by independent variables all occupied collected. In the above regression model summary, the (34.3%) change not included which represents the independent variables influence the dependent variable on Apple brand. ANOVA According to Albert (2001) an ANOVA model is used to analyze and evaluate the general validity of the output data. According to him, ANOVA is a test that identify the changing in the brand loyalty which is explained by the regression and includes it with the variation which is not explained by the depend variable i.e. the brand loyalty (Community Medicine 4 Asses, 2013). However, the ANOVA test not give the results about the contribution of variable in the model. ANONA test basically tell whether the model using means as a best way or not which signify the well at the predicting the outcome level. Precisely, the F- ratio indicates the attainment of ratio in the forecasting that obtained from fitting the model i.e. by the "regression" model which is inaccuracy of the "residual" model that exist in the ANOVA summary model. Multiple Regression The multiple regression consist of different equations which take the beta i.e. coefficient (b) for every forecaster and "beta" value designate the personal contribution of every forecaster to the summary model. The multiple regressions take the form of equations that contains the coefficient (b) for each predictor and "b" values indicate the individual contribution of each predictor to the model. The beta values express the association concerning with the brand loyalty and each predictor. In the multiple regression model the positive coefficients tells the positive relationship whereas the negative coefficients tell the negative relationships among each other. So in the multiple regression model the beta values also shows that the position of every predictor that how well influence the outcome if the all remaining forecasters are held remain not changed.

Every "b" value has a standard error in the multiple regression model which is denoted by "e" in the model that indicate the different values associated with the different samples or not, and the error is use to evaluate the "beta" values which significantly different from the zero value. If the "T" test in the model is associated with the beta values which is significantly ($p < .05$) therefore this represents the predictors are considerably donate to the regression model. In "t" test smaller the significance value to less contribute to predictors whereas the larger the significance value highly contribute to the predictors in the model (Burnham & Mahajan, 2003). For Apple model the brand image" t "value = -1.933, ($p > .05$) Product involvement" t "value = 7.744, ($p > .05$) and satisfaction" t" value = .763, ($p > .05$) are substantial forecasters of brand loyalty. For Samsung model customer satisfaction "t" value = 2.568, ($p > 0.05$) is a significant predictor of brand loyalty. Though, the subsequent forecasters create no substantial result on Apple brand loyalty due to the

p value is higher than the minimum value i.e. 0.05 levels; (age $p = .018$, gender $p = .715$, perceived quality $p = .051$, brand experience $p = .314$, brand switching cost, $p = .006$ brand image $p = 0.056$ customer involvement, $p = 0.000$ customer satisfaction, $p = 0.447$).

3.17. Regression Model

Model	Un-standardized Coefficients		Standardized coefficients	t	Sig	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(constant)	1.554	.816		1.905	.060		
Customer satisfaction	.112	.147	.077	.763	.447	.551	1.815
Perceived Quality	.156	.079	.162	1.981	.051	.837	1.195
Brand experience	.166	.164	.091	1.013	.314	.696	1.436
Brand Image	-.305	.158	-.199	-1.933	.056	.529	1.891
Brand switching cost	-.313	.111	-.239	-2.815	.006	.776	1.288
Customer involvement	1.079	.139	.652	7.744	.000	.789	1.268
Gender	.068	.185	.033	.366	.715	.699	1.431
Age	-.454	.189	-.197	-2.402	.018	.834	1.199
Educational Level	-.223	.139	-.132	-1.065	.112	.833	1.200

Table 3

The b value of customer satisfaction shows .112 it means if one-unit change in customer satisfaction will cause the change the dependent variable (Brand loyalty) to positive direction.

3.18. Perceived Quality

The b value of perceived quality shows .156 which means if one-unit change occurs in perceived quality then the brand loyalty change by .156 to positive direction.

3.19. Brand Experience

The b value of brand experience shows .166 which means if one-unit change occurs in brand experience then the dependent variable will be change by .166 in position direction.

3.20. Brand Image

B value of brand image shows -.305 which means if brand image change by one unit then the dependent variable change by -.305 in negative direction.

3.21. Brand Switching Cost

The b value of brand switching cost shows -.313 which means if brand switching cost change by one unit then the dependent variable change by -.313 in negative direction.

3.22. Customer Involvement

The beta value of customer involvement shows 1.07 value which means if the customer involvement variable change by one unit then the brand loyalty will change by 1.07 in position direction.

4. Limitations

In this researcher article the data does not include the sampling distribution therefore it does not generalize beyond the sample size of the population.

Fast technological development, very short product life cycle and consumer behavior unstable will create problem for researcher.

4.1. Future Implications

Some other variables like attractiveness of alternative brand, price and affective commitment can also affect the brand loyalty. In the future research, it would be better to increase sample size and even distribution across different age groups.

5. Conclusion

Through the above study we come to know that Smartphone is not just a common one but provides the most services just like old computers and can be used as a mini computer for daily routine work. It has now become the necessity of life. Young and middle age group of people shows great interest for smartphone brand. They are always in search of the best quality brands and social connectivity. It is not much more attracted by older people. The product short lifecycle, fast technological development and unstable consumer behavior leads towards the dynamic and unstable market. Data in this article does not include sampling distribution. So, it

cannot be generalized beyond sample size. Here the assumption is made customer satisfaction, perceived quality, brand experience, brand image, switching costs and customer product involvement, are the predictors of brand loyalty.

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