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**THE GAME CHANGER; UNDERSTANDING HOW BRAND
IMAGE AND CUSTOMER SATISFACTION INFLUENCES
BRAND LOYALTY. A STUDY OF SAMSUNG MOBILE
PHONES IN PAKISTAN**

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Abstract

It is important to understand how brand image and customer satisfaction influence brand loyalty of Samsung mobile phones. "A Samsung mobile is a progressive and mysterious

product that is actually five years in front of some other mobile phones." It considered a strong competitor of the overall industry among all the brands of mobile phones in Pakistan. Samsung mobile organization is the worldwide market pioneer just as in Pakistan among mobile phone organizations (Mehta, Ahmad, and Ali 2019). The purpose of this research is to identify how brand image and customer satisfaction influences brand loyalty of Samsung mobile phone. Its major purpose is to focus the youthful individuals who are utilizing Samsung brand and well-educated individuals with the goal that they give significant responses to inquire about questionnaires. The research data is collected from 100 participants of Lahore. The result analysis shows that there is positive association between brand image and customer satisfaction on brand loyalty of a Samsung mobiles.

Keywords: Brand image; Brand loyalty; Customer satisfaction; Samsung; Pakistan

1. Introduction

After 1980s, mobile phone technology come, and the growth of telecommunication industry rapidly increase. The Mobile phone technology makes the life of users easier, because wired are not attached with it and the users can moved with it anywhere in the world. Since its development, broadcast communications industry aims of making human correspondence gets simpler and quicker.

Smartphones have gained enormous notoriety all through the world and have many users. Previous research has also been conducted on customer brand loyalty on expanded environmental factors (Mazodier and Merunka 2012). There is the steady advancement of new items, changes in innovation and plan, and abbreviates the life of mobile phones (Mehta and Tariq 2020). The features, capacities, looks of the cell phone changes through a limited period. Most of the population is fortified to devour new models (Roth 1992) and considered the brand loyalty of Samsung mobile phones will be an interesting area of research.

According to the collected results of mobile phone industry of Pakistan, the demand of mobile phones expands in Pakistan in 2013. This shows that there has been a significant increase in mobile phone possession in Pakistan. In 2008, the use of wired phone devices has diminished almost 50%. The demand of mobile phones is increased because the

prices of mobile phones are affordable and move all over the world. Currently the demand of Samsung mobile phones is increased day by day. In 2008, June Samsung produced the Samsung Instinct, a direct iPhone competitor (Ganesh, Arnold, and Reynolds 2000).

The other fascinating facts related to the demand of many individuals for purchasing Samsung mobile phones in 2016. This fact indicates that the Samsung manufacturer has been successful to develop their good image due to this the Samsung has high buying power and enormous loyalty of Samsung users in Pakistan (Lam et al. 2010).

By comparison with the other mobile phones in market, the sale of Samsung mobile phone increase in 2017 and it is a result of a successful marketing strategy of Samsung company. Samsung manufacturers understand the consumer behavior for expand their profitability. Consumer behavior shows the trends of marketing. It is important to understand the demands of customers and give various routes in planning advertising procedures and approaches. When the needs, wants and desires of buyers are satisfied and buyers having positive response by using a Samsung, the demand of Samsung high in the market. High demand of buyers of purchasing Samsung demonstrate its loyalty toward Samsung (Madani et al. 2014).

Buyers are convenient using Samsung mobile phones and became loyal, while loyalty are depending on customers positive experience, suggestions, and the extent of contributing increments. Mostly the customers purchase their product through purchasing series. Customers need to understand about the product and forming attitude as the phase of post-buy appraisal. This thing describes customers high affection towards product and tell the other about their good experience (Lam et al. 2010). It is important for the manufacturer to create new marketing policies and focused to fulfil the needs of their targeted customers (Rimsha Khalid, Ahmed Muneeb Mehta 2020). Loyalty is the vital appearance for the organization. It is important for the organizations to understand the entry hindrance for rivals, and ways to extend the deals and benefits. All producers try to increase the profitability of business. Loyalty of cus-

tomers towards brand can expand the business and help to attain a successful position in the market(Kuusik 2007).

Brand loyalties occur when consumers observe that the products of brand are high quality and its prices are reasonable to buy. Brand loyalty also describe the strength of the brand. It can be observed on brands who captured the market, it is assured that to gain the customer loyalty it is important to fulfil the expectation of their target customers in the market(Kinuthia et al. 2012). consumer purchased a product, it just not buys a product as item, but also, representative worth enclosed in the product, as (Kinuthia et al. 2012), it tells about that those buyers who frequently purchase items not for practical advantage, yet moderately either the representative worth.

As now, the brand is not imagined only as an object alone, yet it has certain attributes. So, many producers of brand situating with frequent attributes, for instance, Mercedes Benz along distinctions, either utilize satisfied buyers which believed its qualities that describe brand worth(Aggarwal 2004; Lin, Lin, and Lin 2013).

Buyers wish to consistently purchase those products, which identified with sentiments toward brand image advertised. It is a significant attribute of customers buying choice, but now and then it not just connected with the image create for buyers' minds yet in addition it depends on a lot of qualities that they trust (Nielsen 2010).

If customers perceived positive image of the brand, then it is more likely to purchase those product (Santouridis and Trivellas 2010). All producers try to develop a positive brand image, because significant characteristic of brand higher the purchasing power of customers (Ramesh Kumar and Advani 2005).It is a progression of affiliations, normally sorted out into importance. The strong relation of the brand depends on the perception of customers. Organizations good image represent affiliation that reflect the objective reality or not. The formation of good image depends upon the choice to purchase the products by the buyers' moreover increase brand loyalty (Moynihan, Kabadayi, and Kaiser 2010).

As indicated by the world factbook report, a portable cell subscribership base is expanding around 90% of the population in the areas secured by mobile carriers (Rehman, Zia ur Rehman, and Akhtar 2012), this study plays an important role to maintain the brand loyalty of Samsung mobile phones and help to understand the impact of brand image and customer satisfaction on brand loyalty of Samsung mobile phone shown below in figure. 1 of conceptual framework of brand loyalty.

Many studies have conducted on brand loyalty, brand image and customer satisfaction that describe this research. (Ramiz et al. 2014) observed the significant association among Consumer Lifestyle and Consumer Satisfaction and its analysis shows the positive correlation between both. The study entitled impact of Brand Image on Purchase Intention (Hsu, Wang, and Lin 2011) likewise support this research. Its result also shows significant linkage among brand image and purchasing intention.

2. Literature Review and Hypotheses

2.1. Brand image

Brand image is one of the most important components and it emphatically and significantly effect on customer perception to show the image. Brand image is one of the most unpredictable variables and it influences on loyalty in two different ways; first is shopper like to introduce his own picture and the second is individuals will in general arrange themselves into various social classifications that are the assessment of destinations and qualities in different gatherings in examination with buyers' own qualities and goal and they favor that who meet comparative targets and qualities (Kuusik 2007). Renowned brand picture draws in shoppers to buy the brand and trigger them to tedious buying and lessen in cost doesn't influence their exchanging conduct and it is very important for the brand having physical difference contrasts exploit (Yee and Sidek 2008).

2.2. Concept of brand image

Keller., 1993 explain "Brand image is the idea of the purchasers which are reflected by the various affiliations they held at the top of the priority list about the brand". Keller further characterizes that images are made by brand affiliations which are the judgment inside the memory of the purchaser. Images are the judgments that purchasers consider the brand that shows up in their minds(Kabiraj and Shanmugan 2011). The brand image is basically a central point for the association to dispatch their products and services effectively in the market (Mittal and Kamakura 2001). According to (Luo and Homburg 2007)the brand image is the significance of customers related to the products. Brand Image goes about as a significant piece of the best possible judgment and assessment of the product and services, prompting an impact on brand loyalty (Chen and Ann 2016). Besides, the brand image also expands the attitudinal responsiveness of the admirers.

2.3. Brand image and brand loyalty

Brand image is the combination of ideas, feeling, and perceptions that a buyer is considered about brand. Brand image is a portrayal of an item in customer's mind that additionally showed three perspective about brand; useful, social and saw and numerous determinants of brand image ais exist including appearance, characteristics, and elements of items just as the jobs that items play in shoppers' lives. This is consolidating the utilitarian properties as well as enthusiastic and emblematic contemplations (Lin and Chang 2013). Bran is one of the most unpredictable components it unequivocally and essentially impacts on customers mind to maintain previous Studies likewise demonstrated that the quality of brand are engaging of brand character in a roundabout way influences brand unwaveringness and individuals use items to improve mental self-view) (Kinuthia et al. 2012). Brand image is one of the most unpredictable elements and it influences dedication in two different ways; first is customer want to introduce his own image and the second is individuals will in general arrange themselves into various social classes that are as-

assessment of destinations and qualities in different gatherings in examination with purchasers' own qualities and goal and they favor that who meet comparable targets and qualities (Kinuthia et al. 2012).

Good image of brand attracts new buyers to buy the brand and trigger them to dreary buying and diminish in cost doesn't influence their exchanging conduct and it is significant for the brand having physical differences take rivalry benefit (Yee and Sidek 2008). The brand has been viewed as significant in making singular character identified with shoppers' physical differences and connected with status and help to achieve successful position in the market. One approach to move toward brand advertising is by making imagery and could be utilized to secure brand reliability. In developing business sectors, purchasers are eager to embrace change and way of life arranged and utilize a brand to communicate and they are bound to be loyal (Ramesh Kumar and Advani 2005). Brand image is one of the significant step to maintain brand loyalty, in view of branding theory it expressed that brand image must be compatible and corresponding with the buyers' image Besides, brand image drives some significant component for the acknowledgment that is wealth, class, achievement, and style (Ahmed and Moosavi 2013).

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2.5. Customer Satisfaction:

Customer satisfaction has a strong association with brand loyalty moreover specialists guarantee that customer loyalty could not be perceived without loyalty. After the assessment of various variables including brand loyalty numerous researchers found a positive connection between customer loyalty and brand image (Li and Chaipoopirutana 2016). The effect of satisfaction on loyalty has been the most mainstream sub-

ject of studies numerous researches show the immediate connection between consumer loyalty and brand loyalty and presume that satisfaction brings satisfaction toward brand and disappointment become motivation to switch the brand generally. In 1984 ACSI (American Customer Satisfaction Index) was made and the essential goal was to clarify the improvement of brand loyalty. ACSI model has three fundamental components that lead the consumer loyalty for example client desires, seen esteem, and saw quality (Kuusik 2007). In a literature review, satisfaction was coordinated as a prevailing component that prompts brand loyalty. They additionally investigate that the buying choice of loyal customers become a propensity in nature. Numerous researchers accept that consumer loyalty is one of the fundamental components which influence brand direction. It is established when consumer loyalty improves notoriety in administrations markets and notoriety mediates in the relationship of consumer loyalty and brand loyalty. As per analysts holding, existing customers is simpler than increasing new customers(Farhanullah and Adeeba 2013).

2.6. Importance of customer satisfaction

The past investigations conducted on customer satisfaction depicted that it has a direct or indirect effect on the benefits of the firm. It also clarifies that customer satisfaction also significantly affects the benefit of the firm(Lee and Goudeau 2014).Most of the examinations are conveyed with the relationship with the buyer's business design.

It also states the brand characterizes customer satisfaction as 'the degree to which an item's (regardless of whether products or services) perceived performance coordinates a purchaser's desires". It is an important tool of information to know about customer's wants for future buys (Li and Chaipoopirutana 2016). It is also the general aggregation of customers desire before the buy and after the acquisition of the item (Brucks, Zeithaml, and Naylor 2000). Customer loyalty also depends on consumer satisfaction. Additionally, it prompts positive informal exchange and upholds repurchasing conduct.

2.7. Brand Loyalty

Brand loyalty is the recurrent acquisition of any buyer that shows their cognizant choice to constantly buy and show an uplifting demeanor toward the brand to purchase that item later. It is not about the repurchasing however a psychological commitment to the client towards the brand. The distinctive limited time strategy is advancement, brand image, depends to the minds of buyers (Rehman et al. 2012). Creation of brand loyalty is significant and essential element for the success of business. As indicated by Ramiz, Qasim, Rizwan, Aslam, and Khurshid, brand loyalty is formed when the shopper is eager to pay more for a definite brand. In marketing, brand dedication comprises of customer's promise to repurchase the brand through repurchasing of an item, and it likewise embraces the trust towards the brand and it additionally shows the quality and execution of the item (Ahmed and Moosavi 2013). Making brand loyalty is turning into a significant component to increase long term productivity and competitive advantage. Advertisers feel to keep up a drawn-out relationship with buyers, to appreciate redundant deals and are compelled to zero in on improving brand steadfastness among buyers around the world. As indicated by Singh (2016), brand dependability is only the based on the satisfaction of buyers. This satisfaction gets from conviction trust and on a specific brand where accessibility of different brands is easily accessible (Singh 2016). As per Wel, Alam, and Nor, brand devotion is a component of conduct and disposition. Without thinking about these angles, repurchase activity is not adequate proof of brand loyalty. A significant factor that advertisers raise that brand loyalty assists with diminishing the expense of doing work, in this manner it is not only improving the brand but also improve the profitability of organizations. This concept results show that by the free promotion through informal(Li and Chaipoopirutana 2016).

2.8. Importance of brand loyalty

Brand loyalty is a major area of concern for researchers of marketing. The past research on brand loyalty present that spending the costs of

faithful purchasers is higher than non-faithful purchasers. Accordingly, brand faithful purchasers are considered as an organization's most important group (Freling and Forbes 2005). Brand loyalty can be explained as "a profoundly held responsibility to re-purchase or re-design a selected product/service in the future, causing a monotonous same brand or same brand-set buying, notwithstanding situational impacts and promoting endeavors having the capacity to cause switching behavior (Mazodier and Merunka 2012). In addition, it built up the applied structure for brand loyalty and characterized "loyalty is the consequence of the communication between a customer relative attitude to a brand, and their preference to the products for that brand" (Jiang, Zhan, and Rucker 2014).

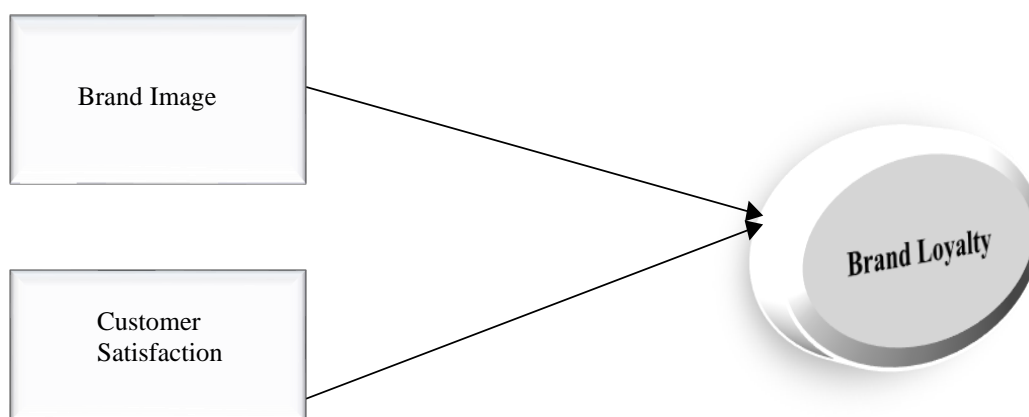


Figure 1. Conceptual Model of creating Brand loyalty.

2.9. Influence of Brand Image, Customer satisfaction on Brand loyalty

It is important to understand how brand image and customer satisfaction influence brand loyalty of Samsung mobile phones. Samsung mobile phones are a conventional phone as well as various sets of media catch capacities. "They don't just function as a phone including text informing and visual voice message, yet additionally as a camera phone, as a compact media player, and as an Internet facility for customers with email, web perusing, and Wi-Fi connectivity". Besides, Samsung mobile phones now run on processors with high processing speeds along with low force utilization which permits us to mess around, peruse the Web,

and different applications including the most recent innovation of computer-generated reality (Chen and Ann 2016).

In the light of ongoing discussion, the following hypothesis were considered in this study.

H1: Brand image has a positive impact on determining the brand loyalty of Samsung mobile phones.

H2: The customer satisfaction also significantly effects on the brand loyalty of Samsung mobiles phones.

3. Methodology

3.1. Sample size and Participants

This study was conducted on Samsung mobile phone in Pakistan. The sample size of our study consists of 100 respondents. The demographics include inhabitants of one of Lahore's top most residential areas i.e., defense housing authority. Our research also showcases user attributes including their age (between 20-40-years), how long they have been using Samsung mobile phone (for over a year) and their experience of using Samsung mobile.

3.2. Measures

Brand image and customer satisfaction was measured on a 5-point Likert scale, ranging from 1 (to a very small extent) to 5 (to a very large extent) (Brodie, Whittome, and Brush 2009). A scale was adopted to evaluate customer satisfaction and Brand loyalty was evaluated using a scale adapted from (Lee and Huang 2014; Mazodier and Merunka 2012). The adapted scale consisted of 4 items, measured on a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

3.3. Questionnaire

Quantitative method was used to conduct this study. Question was adopted that's validity and reliability was already checked. Through this questionnaire data was collected. The total number of items in this scale were 16. For the measurement of variables, likert scale was used. There

were total 100 questionnaires that were distributed. Total 85 questionnaires were received.

4. Results

The results of data analysis show the reliability below in table.4.1 which shows that Cronbach's Alpha values. Brand loyalty have .843 that shows the high and acceptable. Moreover, Brand image have .700 that shows high and acceptable as well as. Value of Customer satisfaction is .879 that shows highly acceptable.

Table 4.1 Reliability Statistics

Items	Cronbach's Alpha
Brand loyalty	.843
Brand image	.700
Customer satisfaction	.879

The results of data analysis show the descriptive statistics below in table.4.2 which shows that Mean and standard deviation between variables. Brand loyalty have (Mean =2.20. Min =5.00, Max=4.423, SD= .52778). Further, brand image has (Mean =1.70. Min =5.00, Max=4.072, SD= .64894). Customer satisfaction have (Mean =2.00. Min =5.00, Max=4.643, SD= .56732). Mean value of each item is around to 2.00 and Min value of each item is 5 and, max is around is 4.4 and SD is lowest is .52778 and highest is .64894. These result shows the significant linkage among all variables.

Table 4.2 Descriptive Statistics

	Mean	Min	Max	Standard Deviation
Brand loyalty	2.20	5.00	4.423	.52778
Brand image	1.70	5.00	4.072	.64894
Customer satisfaction	2.00	5.00	4.643	.56732

The results correlation below in table.4.3 which shows that correlation among variables. Brand loyalty and customer satisfaction have strong relationship of 0.274. Brand image and customer satisfaction strong relationship of 0.576. While brand image and brand loyalty strong relationship of 0.269. Based on results, the result indicated that there is highly correlation among all variables.

Table 4.3 Correlations

	Brand loyalty	Brand image	Customer satisfaction
Brand loyalty	1.000		
Brand image	0.269	1.000	
Customer satisfaction	0.274	0.576	1.000

The results of data analysis show below in table.4.4 which shows that value of R square in the model summary of the Samsung mobile phone shows the measure of fluctuation in the dependent variable that can be clarified by the independent variables. For the Samsung mobile phones, the independent variables (brand loyalty) together, accumulate for 77.3 percent of the difference in the brand loyalty of Samsung mobiles. The R-value (.879) is the multiple correlation coefficient between all the entered independent and dependent variables. R-value quantifies the quality of the independent factors all together connected with the independent variable (brand dependability). These result shows the significant linkage among brand image customer satisfactions and brand loyalty.

Table 4.4 Regression Analysis.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.879	0.773	0.756	0.784

5. Linkage to Open Innovation

Samsung launched the first Galaxy phone, the Galaxy GT-I7500, ten years back on June 29, 2009. According to the open innovation dynamic environment, the brand image of Samsung mobile phones are good as compared to other mobile phones. Customers are highly satisfied with the good image of Samsung mobile phone in the market because the brand loyalty of Samsung mobile phones are highly significant. Since then, sales of Galaxy devices have grown at a rapid pace to make **Samsung the world’s largest smartphone vendor**. In terms of market share, Samsung has always focused on bringing the best available in the market and creating difference. The success of this mobile brand giant is followed by various challenges and strategies developed from time to time. Their approach towards innovation in technology and accessibility is world renowned and noteworthy. Commending this excursion of techno devices, Samsung has thought of another infographic featuring a time of developments they brought to the market.

6. Discussion

All the variables which were exposed to research help to exploit and will segregate brand from a few which help to gain customer loyalty and its impact on customers’ decision making. It is additionally discovered that individuals become more brand cognizant related themselves with brands to address social issues which cause them to feel deny and seek after tedious buy. In the dynamic environment it is important to hold existing customers and gain new customers which become more beneficial for achieving successful position in market and innovation of new advancements(Rimsha Khalid, Ahmad Muneeb mehta 2020). It is discov-

ered that this serious condition does not permit advertisers to take deceptive business benefits in presence of contenders, yet then again, it causes managers to make phenomenal marketing techniques and encourage production to take right business choices. Devotion is about the perspective, so it helps advertisers to comprehend consumer buying behavior.

Schiffman and Kanuk presented a theory of brand loyalty and brand image in 1997 support the result of this study. The positive or negative image of brand are directly influence for the success of product in the market. If the image of the brand is positive, the profit of brand organization increases and help to attain a successful position in the market as compared to its rivals. Customers loyalty not just depend on those customers who buy the brand product just once, but it depends on those customers who frequently purchase the brand products (Fournier and Yao 1997).

The Schiffman and Kanuk (1997) presented some factors for the formation of brand image which are convenient and play a significant role in the development of the Samsung brand loyalty. Lee Byung-Chul as a Samsung producer responsible to maintain its brand quality and found different ways to gain customers loyalty towards Samsung brand.

Currently, the finding of the study indicate that the sale of Samsung mobile phones is increased in Pakistan due to brand loyalty. According to the producers' brand loyalty based on developing the quality of product.

It is important for producers to develop quality products for gaining customers loyalty towards brand(Lee 2014).The analysis of chen & ann shows that the brand quality product with reasonable price help to attract new customers and retain an existing customer and increase the profitability of the organization (Chen and Ann 2016).

Lee Byung-Chul as a Samsung manufacturer responsibility to maintain its loyal consumers and enlarge the market. According to Build, de Chernatony, and Martínez success of product depend upon the subscribers of Samsung in Pakistan. Currently, there are 4,000 retail stores in Pakistan.

Samsung create good brand image in Pakistan and create a successful position in the market. The attributes of brand image include good identifiable trademark of brand.

It is important for the producers of brand to maintain the brand loyalty because it helps to decrease the expense of advertising(Keller 1993).The research of Chen & Ann describes that if the brand provides quality product at reasonable prices then more customers purchased those brand products(Chen and Ann 2016). It is important for the Lee Byung-Chul as a Samsung producer to maintain its loyal consumers and expand the market. The Samsung brand try to provide best service to its customers and increase its profitability.

Previous studies in which brand loyalty have a significant association with customer satisfaction support the result of this study in which Brand loyalty is precisely affecting the customer satisfaction and help to gathered users' point of view about quality of a product (Mazodier and Merunka 2012). Satisfaction of customers are very important factor to maintain brand loyalty. This phenomenon indicates that if the customers are highly satisfied for brand loyalty it does not move towards other brand and share its good experience to other. This thing helps the producers to attract new buyers (Chen and Ann 2016).

Brand loyalty include intellectuals' aspects that describe the situation of buyers at the time of decision making of product between various brand, it prefers those brands which are highly reliable and fulfil the expectation of customers (Jiang et al. 2014).Chen & Ann further describe that commitment to the brand would be a result of loyalty, and the emotional and psychological attraction of consumers towards brand(Chen and Ann 2016).

The Samsung brand image and customer satisfaction have significant relationship which shows that the consumers have emotionally attached to the brand and share their good experience about Samsung to others. According to Fournier & Yao the users which are satisfied with the services of brand do not move towards another brand (Farhanullah and Adeeba 2013).

Brand loyalty is similar with the existing theory, that there are several attributes which effects on the perceptions of customers (Kabiraj and Shanmugan 2011). It is also positively associated with customer satisfaction and satisfaction of customer depend on brand loyalty. The results of analysis indicate that the Lee Byung-Chul as a manufacturer of Samsung, maintain good brand image and try to satisfy the expectations of customers.

6.1. Practical Implications

This quantitative study will play an important role in understanding the practical and theoretical aspects of Samsung mobile phones and provide beneficial information or insight into the individuals, which helps in making new innovative strategies in the future and increase the profitability of the companies.

6.2. Limitation and Future direction

The finding of this study was limited due to a shortage of time, small sample size and this research conducted in only one city of Pakistan. In the future, we suggest that the study would be conducted in other cities of Pakistan. The researchers would consider other variables that influence brand loyalty like switching costs, the attractiveness of the product, customer product involvement, and others and increase the sample size of the study.

7. Conclusion

Currently, the Samsung mobile phones have outstanding marketing figures in Pakistan. The marketing figures are incredible and are brought by a few variables along-with brand loyalty. The results of regression analysis proved the proposed hypotheses, and shows a significant correlation between the brand image, customer satisfaction and brand loyalty of Samsung mobiles. The brand loyalty of Samsung phones is higher because of the satisfaction level of its customers. Our study highlights that customer satisfaction will be higher when loyalty to purchase Samsung phone increases. Moreover, the investigation includes that brand image

and customer satisfaction also effects the brand loyalty of Samsung phones in Pakistan.

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