

## A STUDY ON CUSTOMER BRAND LOYALTY TOWARDS TWO WHEELER

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### ABSTRACT:

The study explores customer brand loyalty in two-wheeler showrooms in Anna Nagar, focusing on factors like product quality, brand image, and customer satisfaction. The findings aim to improve brand loyalty strategies and foster long-term customer relationships. The research uses percentage analysis, Mann-Whitney U test, and Spearman correlation analysis to understand trends and relationships. Honda's focus should be on product quality, service excellence, diverse marketing strategies, and word-of-mouth marketing to strengthen its position in the two-wheeler market.

### Keywords:

Brand, loyalty, Honda, customer, factors, quality, product ,employed ,loyal customers ,marketing, competitors, business, product, defending.

### INTRODUCTION:

Customer brand loyalty is the emotional and psychological attachment that a consumer has towards a specific brand or product. It is a measure of a customer's devotion and preference for one brand over its competitors, often resulting in repeat purchases and ongoing support. Brand loyalty is built through consistently positive experiences, a strong brand reputation, and a sense of trust and identification with the brand. Loyal customers not only continue to buy from a brand but may also become brand advocates, promoting the brand to others and defending it against competitors. Building and maintaining customer brand loyalty is a top priority for businesses seeking long-term success and a competitive edge in the market.

Functions of customer brand loyalty include revenue generation, reduced marketing costs, word-of-mouth marketing, competitive advantage, and feedback and product improvement. It is

important for businesses to have a stable revenue stream, profitability, business growth, resilience, and competitive edge. Factors

influencing customer brand loyalty include customer demographics, brand reputation, and brand image. Brand loyalty is influenced by several factors, including product quality, customer experience, brand reputation, price and value, customer service, and brand image. High-quality offerings, positive interactions with staff and services, a positive brand reputation, fair pricing, exceptional customer service, and alignment with a customer's values and lifestyle are key factors in building loyalty. The stages of customer brand loyalty include awareness, consideration, trial, satisfaction, repeat purchase, and brand advocacy. Customers who consistently receive high-quality offerings, have positive interactions with staff and services, and have a positive reputation can build trust and loyalty. A brand's image and alignment with a customer's values and lifestyle also play a crucial role in loyalty.

## **NEED OF THE STUDY**

The need of study on customer brand loyalty is essential in today's competitive business landscape. Understanding and fostering brand loyalty is crucial for companies seeking sustained success. With countless choices available to consumers, building loyalty can lead to repeat business, higher customer retention, and increased profitability. Additionally, loyal customers often serve as brand advocates, promoting the company through word-of-mouth and social media, which can significantly enhance a brand's reputation. In an era where customer expectations are continually evolving, businesses must invest in research to adapt and tailor their strategies to maintain and grow customer brand loyalty.

## **OBJECTIVES OF THE STUDY:**

1. To identify the factors underlying brand loyalty.
2. To increase customer referrals and word-of-mouth promotion.
3. To evaluate the effectiveness of marketing strategies on customer brand loyalty of two wheelers.
4. To evaluate elements that are effective in building customer brand loyalty of two wheelers

## **SCOPE OF THE STUDY**

The scope of a study on customer brand loyalty in the current scenario should encompass an in-depth analysis of the factors influencing brand loyalty in today's highly competitive and dynamic market. It should explore the impact of digital marketing, social media, and e-commerce on customer loyalty, as well as the role of customer experience, product quality, and brand reputation. Additionally, understanding the cross-cultural and demographic variations in brand loyalty behavior is essential. Research can include both qualitative and quantitative methods, and it should provide actionable insights for businesses to adapt and strengthen their brand loyalty strategies in this rapidly evolving consumer landscape.

### **RESEARCH METHODOLOGY:**

Research methodology involves a systematic approach to identifying, selecting, processing, and analyzing information about a topic. It includes research design, sampling procedures, data collection method, and analysis procedure. Two types of sampling methods are probability and non-probability. Data collection involves primary and secondary data, with convenience sampling used in this study. Statistical tools like percentage analysis and charts are used.

### **REVIEW OF LITERATURE:**

The Impacts of Brand Personality on Brand Loyalty: A Research on Automobile Brands in Turkey

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**Abstract** In this pilot study investigating the impacts of automobile brand personality perceptions of Turkish consumers on their attitudinal and behavioral intentions, the effects of the personality attributed to the brand by the consumers on their behavioral intentions regarding preferences, recommendations and willingness to pay higher prices for the brand are examined. The study consists of two main parts. Definitions of brand personality and brand loyalty are made in the literature review section where the conceptual framework is sought to be formed. Our hypothesis to test the attitudinal and behavioral effects of the automobile brand personality following the conceptual framework is analyzed using a sample

of 368 participants. The research results indicate that automobile brands are perceived such as competent and excited, and the effects of these dimensions on both behavioral and attitudinal loyalty have been seen to be stronger than the effects on the other two dimensions, namely, conventionality and androgyny. In the conclusion of the study, the impacts are evaluated, and suggestions are given to business managers, marketing researchers, and marketing researchers.

### **The effect of corporate brand reputation on brand attachment and brand loyalty: Automobile sector**

**Sandra Maria Correia Loureiro, Eduardo Moraes Sarmiento & Goulwen Le Bellego, Len Tiu Wright**

**Published online: 03 Aug 2017 <https://doi.org/10.1080/23311975.2017.1360031>**

**Abstract** The current study aims to analyze the effect of corporate brand reputation on brand attachment and brand loyalty considering the automotive sector and the brands Tesla, Toyota, and Volvo. A sample of 327 participants, members of car brand communities, collaborate in a survey. Overall findings reveal that the perception of corporate brand reputation is more effective on enhancing brand loyalty than brand attachment. However, the effect could depend on the car brand strategy. We may also claim that customer citizen helping others is one of the

most important corporate attributes perceived by customers of the three brands. Limitations and suggestions for further research are also provided.

### ***Understanding passengers' satisfaction and loyalty towards ridesharing services***

**Mohd Farid Shamsudin, Abdul Rahim Abu Bakar, Fariza Hashim**

First published: 20 July

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This study examines the ridesharing services in a developing economy, with the

aim of revealing the factors influencing passengers' satisfaction and loyalty. This study is important as the ridesharing industry is growing at a tremendous rate and will ultimately attract many new players in the market. Offered abundant choices, consumers are exploring the best ridesharing services that meet their satisfaction. As the switching costs and brand loyalty are lower for on-demand services, it is pertinent to understand ridesharing passengers' satisfaction and loyalty. The findings of this study are based on a questionnaire survey of 200 ridesharing passengers. The results reveal that both brand image and price significantly influence customer satisfaction. However, in terms of customer loyalty, only brand image is statistically significant. Price did not have a significant impact on customer loyalty. Overall, this research corroborated previous studies on the positive relationship of customer satisfaction and Customer loyalty. The paper concludes by providing numerous theoretical and practical implications based on the finding of the study.

## **The Effect Of Brand Trust, Brand Awareness, And Brand Positioning On The Purchase Decision Of Honda Brand Motorcycle In Students Of Muhammadiyah Ponorogo University**

**Gandhi Gumelar, Titi Rapini, Naning Kristiyana**

Marketing management is the science of selecting target markets and achieving and retaining them by creating and delivering superior consumer value, thus creating purchasing decisions for consumers.

This study aims to find out how the influence of Brand Trust, Brand Awareness, and Brand Positioning on the Purchase Decisions of Honda Brand Motorcycles in Muhammadiyah University Ponorogo Students partially or simultaneously.

The sample is a consumer of a Honda brand motorbike at Muhammadiyah University Ponorogo students who make purchases; sampling uses an accidental sampling technique and a sample of 96 respondents. The testing stages used in this study were instrument testing, multiple linear regression analysis, coefficient of determination test, and hypothesis testing. This research produces a partial test (t) which is as follows Brand Trust (X1) = 0.004, Brand Awareness (X2) = 0.001, and Brand Positioning (X3) = 0.000, while the test results (F) show a

significant level of 0.000. Brand Trust, Brand Awareness, and Brand Positioning partially or simultaneously positively and significantly influence the Purchase Decision of Honda Brand Motorcycles at Muhammadiyah University Ponorogo Students.

**Mehmet Özer, Alper Özer, Yuksel Ekinci, Akın Koçak**

**First published: 18 October 2022**

The study tested a celebrity endorsement model to investigate the direct and indirect influences of celebrity attachment on brand loyalty across two culturally distinct countries: The United Kingdom and Turkiye. The survey was completed by 626 respondents and the data were analyzed using structural equation modeling. The findings show that celebrity attachment positively influences actual self-congruence, ideal self-congruence, brand quality, and brand attachment. Brand attachment mediates the effect of celebrity attachment on brand loyalty.

Furthermore, the effectiveness of the celebrity endorsement process differs between British and Turkish consumers. Our research complements the meaning transfer model as it confirms that the celebrity endorsement process is influenced by two attachment objects: celebrities and brands. A follow-up study with text mining analysis of the consumer comments about the product reviews posted by social media influencers supported the validity of the celebrite endorsement model. Practitioners should consider the consumer's emotional and cognitive bonding with celebrities, and brands to enhance the effectiveness of the celebrity endorsement process. The more consumers are attached to celebrities and brands, the more loyal they become to the latter.

## ANALYSIS

### MANN-WHITNEY U TEST

**H0:** There is no significant difference between the mean rank of male and female with customer engagement, customer satisfaction, brand loyalty metrics and brand advocacy.

**H1:** There is significant difference between the mean rank of male and female with customer engagement, customer satisfaction, brand loyalty metrics and brand advocacy.

**Ranks :**

	Gender	N	Mean Rank	Sum of Ranks
Customer Engagement	Female	90	45.00	4005.00
	Male	85	132.00	11220.00
	Total	175		
Customer Satisfaction	Female	90	45.00	4005.00
	Male	85	132.00	11220.00
	Total	175		
Brand Loyalty Metrics	Female	90	45.00	4005.00
	Male	85	132.00	11220.00
	Total	175		
Brand Advocacy	Female	90	45.00	4005.00
	Male	85	132.00	11220.00
	Total	175		

**Test statistics:**

	Customer Engagement	Customer Satisfaction	Brand Loyalty Metrics	Brand Advocacy
Mann-Whitney U	.000	.000	.000	.000
Wilcoxon W	4005.000	4005.000	4005.000	4005.000
Z	-11.472	-11.469	-11.442	-11.442
Asymp. Sig. (2-tailed)	.000	.000	.000	.000

a. Grouping Variable: Gender

It is important to further investigate why these gender differences exist. Conducting qualitative research demographic analysis can help identify specific factors contributing to these disparities. Implementing strategies and initiatives that are sensitive to gender differences can help address these issues and promote Exclusivity and fairness in customer experiences, leading to increased brand engagement and loyalty.

**SUMMARY AND FINDINGS**

From the summary of findings, it is found that 48.5% are female,51.5%are male. Individuals that is in group of 50-60 are majority .Majority of respondents (46.7%) are working. Majority of respondents say product quality is moderately significant in influencing brand loyalty. Customer service is not significant at all in determining brand loyalty. Competitive prices moderately influential in maintaining brand loyalty. Brand reputation slightly crucial in brand loyalty. Personalized experience is not essential at all in forstering brand loyalty. Discounts on future purchase for referrals the brand to others.45 % respondents say neutral recommend our brand to others based on overall experience Quality product / service increase loyalty of the brand. Word of mouth promotion is extremely important decision to become loyal to a brand. Majority of the respondents say very likely customers remain loyal to brand if you receive occasional surprises or personalized offers as a token of our appreciation. Marketing efforts extremely effective enhancing your brand loyalty. Social media advertising strategies have positive impact on brand loyalty for two wheelers. Very likely recommending two wheelers to others due to the marketing campaigns you have seen. Marketing strategies not influenced at all your decision to stay loyal to brand compared to other two wheeler brands. Loyal reward program would further enhance



loyalty to two wheeler brand. Majority of respondents say product quality is some what important building brand loyalty. Customer service and support influences brand loyalty towards two wheelers the most. Several Marketing campaign or promotional activities successfully increased brand loyalty towards a particular two wheeler.

### Suggestion:

1. Diverse Targeting: Recognize the majority of respondents in the 20-30 and above 55age groups. Tailor marketing efforts to address the specific preferences of these age segments.
2. Product Quality Focus: Given the significance of product quality and its influence on brand loyalty, continue to invest in product development and quality control to maintain high standards.
3. Enhance Customer Service: Since customer service was found to be moderately significant, prioritize training and resources to ensure excellent customer service experiences.
4. Competitive Pricing Strategies: Maintain competitive pricing to continue to attract and retain customers. Communicate the value of your offerings effectively.

### Conclusion:

In conclusion ,the study on consumer brand loyalty towards Honda two-wheeler dealerships uncovers several key variables influencing brand loyalty. Product quality, customer service, competitive pricing, and brand recognition are essential aspects, but it is crucial to acknowledge that customers place different values on these factors. Honda should continue to elevate product quality and provide excellent customer service to enhance brand loyalty. Additionally, Honda should invest in various marketing strategies, leverage referrals and customer feedback. Overall, brand loyalty is a complex concept, and Honda should adopt a comprehensive approach that considers the diverse needs and preferences of its customers. By prioritizing these elements and implementing the recommendations, Honda can further strengthen its brand.

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- **Understanding passengers' satisfaction and loyalty towards ridesharing services**

Mohd Farid Shamsudin, Abdul Rahim Abu Bakar, Fariza Hashim Published:

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