CUSTOMER LOYALTY AND ITS DETERMINANTS AMONG DIFFERENT DEMOGRAPHICS FOR MOBILE PHONE BRANDS IN CENTRAL INDIA

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INTRODUCTION

Customer loyalty has many advantages which a business can get and which will help them to grow and sustain. It will remove price as basis to purchase as they will blindly trust your product and service. Employees are always considered as an asset for a company but at the same time customers cannot be ignored because they are the one who brings money in the business. Loyalty leads to reduction in customer churn. It will increase revenue as loyal customers will repeat their transaction and spend more on each transaction. Business sales forecasting is the challenge that many businesses are facing. Gaining loyal customers will fix your customer base and make it easy for you to forecast sales and plan accordingly. This will reduce the risk of financial crunch and you will have a fair idea of inventory, cash flow and investment.

Digital devices have gained much popularity in a limited time and this is of great interest for marketers. Among devices, Especially the mobile phone and its usage has become so popular for all age groups around the world and its demand rose across globe. Users consider mobile phone as a part of their life and maintain a personal relationship with mobile phones. Now, this is a great opportunity to get customers and retain them. This study is focusing on the part of customer loyalty which can be considered as an asset, due to which an organisation grows and sustains in the market. The study will analyse the determinant of customer loyalty among different demographic aspects in Central India. The title of the dissertation is Customer loyalty and its determinants among different demographics for mobile phone brands in Central India. It focuses on determinants of customer loyalty which is the main point which needs to be addressed. This study will analyse the impact of each determinant as variable on customer loyalty. Also, how customer loyalty differs in different demographics such as age, gender, income, occupation and location. The study will be carried in

Central India. Through this study we will try to understand customer's attitude towards mobile phone brands and what contributes to make them a loyal customer.

LITERATURE REVIEW

1 AHMAD SAIFFALDDIN ABU-ALHAIJA, 2 RAJA NERINA RAJA YUSOF, 2 HASLINDA HASHIM, 2 NOR SIAH JAHARUDDIN (2018) with their study on the determinants of customer loyalty have provided a brief about the customer loyalty models which are already existing. The study majorly revolves around the factors which assists the marketers in enhancing customer's loyalty. The researchers here have identified that adequate attention has not been given to the cultural and religious factors while developing the customer's loyalty models. Integrating these two factors in the existing loyalty models or developing new ones which includes these could enhance the efficiency of the loyalty models and provide more accurate results. The researchers consider that there exists three groups of loyalty antecedents, which are divided on the basis of the primary determinants, secondary determinants and moral determinants of loyalty. The primary determinants include customer's trust, perceived value, satisfaction, and perceived service quality, the secondary determinants include such factors which are based on the nature and context of the research, and the moral determinants include the religious, cultural and spiritual factors. All of these factors need to be caught in the loyalty models in order to determine the actual loyalty relationships. The researchers in this paper provides propositions which could be used to develop effective loyalty models considering the factors which are important and relevant.

MOHAMMAD MAJID MEHMOOD BAGRAM, SHAHZAD KHAN (2012) believes that every business wants their customers to stay loyal, and there are many factors on which the loyalty of the customers depend on. According to the researchers, the most prominent of all the factors are customer satisfaction and customer retention. The aim of this study revolves around determining how these two factors contribute to customer loyalty. The perceived value and perceived quality of the product determines the customer satisfaction, and the product attributes, customer relationships and trustworthiness determines the customer retention. For the research purpose a sample of 120 students were selected from the Universities of Peshawar, and a questionnaire survey was conducted to determine the factors which make them loyal to mobile handsets. The results concluded that customer satisfaction has a greater impact on the customer loyalty than customer retention. It was also concluded that the most important factors which determine customer loyalty for mobile handsets included the perceived value of the product, the perceived quality of the product and the product attributes. The greater the brands are able to provide satisfaction to its customers, the more loyal its customer will be.

ROSALIND MCMULLEN, AUDREY GILMORE (2019) with their research paper focusses on determining the level of loyalty possessed by different individuals, and the factors which develops and sustains the loyalty in them. The paper also highlights the importance customer loyalty plays for various organisations. The value which the customers attach to the importance of customer loyalty has not been

looked in-depth over here. For the research purpose, a two-stage study is presented. The first stage involved a postal survey which included a 28 item scale, the results of which were used to derive the levels of customer loyalty, and also to determine the mediating variables of customer loyalty. The second stage involved scoring various determinants of loyalty on a scale of high to low, in order to determine the role played by different factors in influencing the levels of customer loyalty. The findings of the study highlights the importance of understanding and managing the factors, which here are referred to as the mediating effects, which would provide a framework for loyalty development. It also emphasises on the importance of developing loyalty framework which would acknowledge the importance of mutual dependence of the organisation and the customer when dealing with customer loyalty. Rewarding the customers at different levels of the loyalty cycle is one differentiated approach which has been discussed here. The efficient application of this approach would result in the management of customer loyalty more accurately and effectively.

EDITH ONOWE ODIA, SIMON AYO ADEKUNLE (2020) with their study which aims at examining the loyalty of customers to mobile phone brands particularly focussed on the residents of Nigeria determines the objectives for establishing the preference of individuals for the various mobile phone brands which are available, it also determines the rationale or reasons behind customer loyalty and their preference of a particular mobile phone brand. It also examine the different demographic variables and its influence on the consumer loyalty towards mobile phone brands. A questionnaire survey was conducted in order to fulfil the purpose of the study, which involved the mobile phone users in the universities and secondary schools of Nigeria. The findings of the study concluded a significant relationship between the demographics of individuals and their level of customer loyalty. And with respect to the above mentioned factors, Samsung, Blackberry and Nokia turned out to be the most preferred mobile phone brands amongst the mobile phone users in the universities and secondary schools of Nigeria. The study recommends that the mobile phone manufacturers should pay close attention to such aspects of the mobile phone as mentioned above in order to ensure loyalty among its users.

RESEARCH DESIGN

Objective

1. To identify the factors affecting customer loyalty towards mobile phone brands in Central India.
2. To study the impact of the identified factors towards customer loyalty for mobile phone brands.
3. To identify the factor which has more influence on customer loyalty for mobile phone brands.
4. To assess the influence of demographic variables on customer loyalty.

Variables

The study has 5 variables and they are Brand Experience, Perceived quality and value, Brand Image, Satisfaction and retention, Social identity and culture. They are considered as essential elements to establish customer loyalty. Another element of the study is Demographics which has been taken to understand behaviour according to different aspects covered under demographics which affects customer loyalty. It is an important factor to be considered to conclude the loyalty pertaining to different demographic elements

such as Age, Gender, Location, Occupation, and Income. This will suffice one of my objectives which was to understand how loyalty differs among demographics.

Conceptual Framework
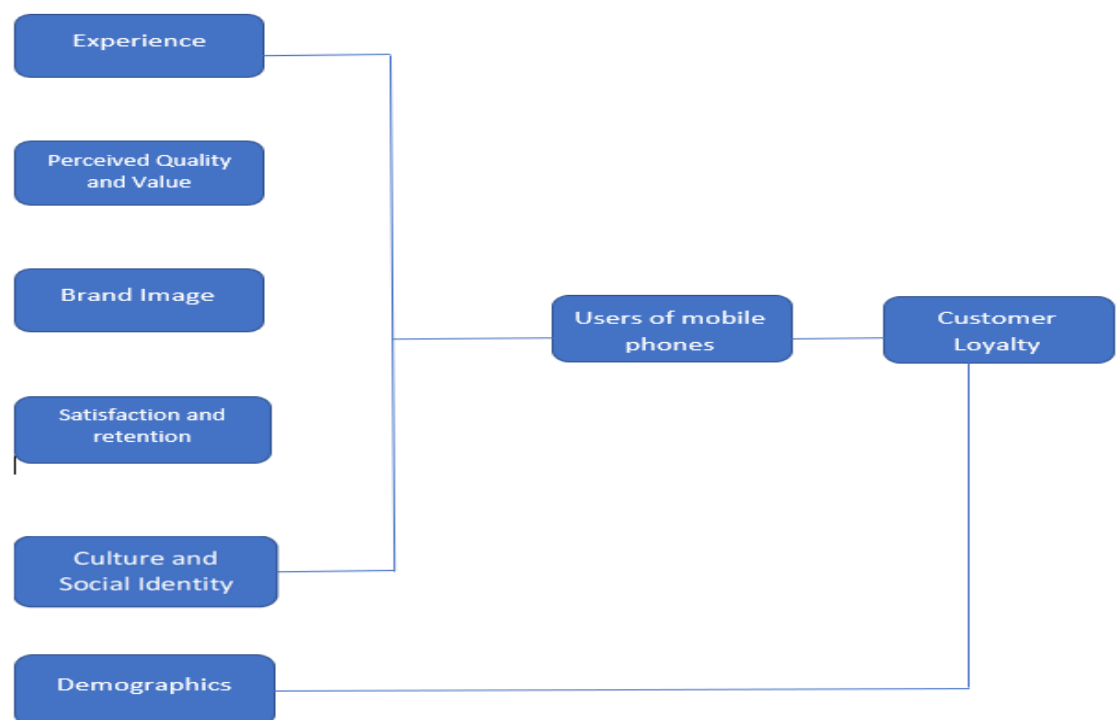
Hypothesis

A. H0: Brand Experience does not have a significant impact on Customer loyalty of mobile phone brands.
    H1: Brand Experience has a significant impact on customer loyalty of mobile phone brands.

B. H0: Perceived Quality and Value does not have a significant impact on Customer loyalty of mobile phone brands.
    H1: Perceived Quality and Value has a significant impact on customer loyalty of mobile phone brands.

C. H0: Brand Image does not have a significant impact on Customer loyalty of mobile phone brands.
    H1: Brand Image has a significant impact on customer loyalty of mobile phone brands.

D. H0: Customer Satisfaction and Retention does not have a significant impact on Customer loyalty of mobile phone brands.
    H1: Customer Satisfaction and Retention has a significant impact on customer loyalty of mobile phone brands.

E. H0: Social Identity and Culture does not have a significant impact on Customer loyalty of mobile phone brands.
    H1: Social Identity and Culture has a significant impact on customer loyalty of mobile phone brands.

Research Method

For this dissertation a survey was conducted to understand the customer loyalty for mobile phone brand among different demographics and what factors influence customers loyalty for mobile phone brands. Primary data collection was carried out in order to answer the research questions. Secondary data was used only for literature review and theoretical framework. It was found from different online websites and databases.

Questionnaire

Questionnaire includes all the variables from conceptual framework. Different platforms were used to collect data which helped to attain random and diverse sample. This random sampling increased credibility as well as authenticity of the study, as it gave more accurate and real data.

The questionnaire was in English language and intended to be circulated in central India among different demographics. The questions asked covered every aspect of customer loyalty and was analysed keeping in mind the objective of study. The target for the research was central India. There are 6 parts in the questionnaire, each part contains questions related to each variable from the conceptual framework.

Questionnaire started with collecting data related to demographics which satisfies one of the objectives of the study. It consists of initial 5 questions and where questions related to age, gender, occupation, income and location were asked. Part 2 consists of questions related to all the variables. Questions from 8 to 10 covered aspects of Brand experience. To measure Perceived quality and value, 3 questions were asked from number 11 to 13 which asked respondents about build quality, expectations and durability for the mobile phone. Questions from 14 to 17 identify mobile phone's Brand image and their perception about the brand. Questions from 18 to 20 measure the level of satisfaction and retention of customers towards mobile phone brands. The last part that is questions from 21 to 23 is related to Social identity and culture which is a very important variable nowadays.

Method of data collection

It is a vital step in each dissertation. As it provides the foundation for the outcomes drawn. Primary data needed for this research was collected through questionnaire. It gathered information related to demographics and determinants of customer loyalty. There are 23 close ended questions in the form of one word answer, multiple choice questions and likert scale. This was done to collect data to get better understanding customer's behaviour and attitude towards mobile phone brand loyalty. Primary data was collected through questionnaire approach which was sent via internet. Also, secondary data which was needed for research was collected from the various articles already published with similar topics. This was done to have a better understanding.

Sampling type and size

Convenience sampling was adopted for this study. A total of 203 responses were collected from all age groups except the people who are above 60. The respondents were from different income groups and occupations, residing in central India that is Chhattisgarh, Madhya Pradesh, Jharkhand, and Uttar Pradesh.

Statistical Design

Tool used for analysis is regression was performed to know the impact of each variable . The data collected through questionnaire was converted into excel sheet to classify and analyse them. Also, this data was analysed in SPSS latest version for regression and cross tabulation. . In this way the trends of the respondents were identified and then each answer was analysed in detail.

Limitations

The research was done through a questionnaire sent via internet based platforms in Central India. The study was done with the objective to know customer loyalty of mobile phone brands, therefore the conclusions could be valid for mobile phone's brand only. The population sample that was considered for the research is Central India. This research can be further conducted in different parts of the country as behaviour, preferences and attitude differs from region to region. The study is conducted on customer loyalty and its determinants for entire mobile phone industry, further study can be conducted on particular brand of mobile phone. Also, it is difficult to generalise the findings as responses collected was 203. This research can be conducted by taking larger a sample size, so, that accurate results will be obtained.

DATA ANALYSIS AND INTERPRETATION

Regression

Regression is a which is used to identify and analyse the impact of one variable on another.
Here, regression analysis is used to identify the impact of different variables on customer loyalty of mobile phone brands.

Brand Experience

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.479a	0.230	0.218	0.844
a. Predictors: (Constant), I think my cell phone brand go with my lifestyle and personality, I relate my cell phone to enjoyable and pleasurable experience, My cell phone brand offers excellent features.				

Interpretation:

The tables given above sum up the impact of brand experience on customer loyalty of mobile phone brands . The value of R represents connection between the two variables. Here the value of R is 0.479, which is quite decent. Also, the value of R^2 specifies the level of variation in the dependent variable, that occurs due to independent variable. The value of R^2 here is 0.230 which indicates 23% of total variation.

Also, the value of p here is 0.00 which is less than 0.05, and through this it can be concluded that the model is statistically significant. Therefore, H0 gets rejected and the inference drawn here is that there is an brand experience on customer loyalty of mobile phone brands

. **Perceived quality and value**

		Model Summary		
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.429[a]	0.184	0.172	0.868
a. Predictors: (Constant), My cell phone brand offers durable products, I think that my cell phone brand satisfies my expectations and completes me., I consider that my cell phone brand carry position for high quality build.				

Interpretation:

The tables given above sum up the impact of perceived quality and value on customer loyalty of mobile phone brands . The value of R represents connection between the two variables. Here the value of R is 0.429, which is quite decent. Also, the value of R^2 specifies the level of variation in the dependent variable, that occurs due to independent variable. The value of R^2 here is 0.184 which indicates 18.4 of total variation.

Also, the value of p here is 0.00 which is less than 0.05, and through this it can be concluded that the model is statistically significant. Therefore, H0 gets rejected and the inference drawn here is that there is an impact of perceived quality and value on customer loyalty of mobile phone brands .

Brand Image

		Model Summary		
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.625[a]	0.390	0.381	0.751
a. Predictors: (Constant), I would not change my cell phone brand even if competitors offer almost same features, I think my cell phone brand is sophisticated and fashionable, I consider my cell phone brand as to be the best among all.				

Interpretation:

The tables given above sum up the impact of brand image on customer loyalty of mobile phone brands . The value of R represents connection between the two variables. Here the value of R is 0.625, which is quite decent. Also, the value of R^2 specifies the level of variation in the dependent variable, that occurs due to independent variable. The value of R^2 here is 0.390 which indicates 39 of total variation.

Also, the value of p here is 0.00 which is less than 0.05, and through this it can be concluded that the model is statistically significant. Therefore, H0 gets rejected and the inference drawn here is that there is an impact of brand image on customer loyalty of mobile phone brands .

Satisfaction and retention

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.405[a]	0.164	0.151	0.879
a. Predictors: (Constant), I am satisfied with functioning and ecosystem of my cell phone brand., I am likely to repurchase cell phone of the same brand., My cell phone brand is worth the expense.				

Interpretation:

The tables given above sum up the impact of customer satisfaction and retention on customer loyalty of mobile phone brands. The value of R represents connection between the two variables. Here the value of R is 0.405, which is quite decent. Also, the value of R^2 specifies the level of variation in the dependent variable, that occurs due to independent variable. The value of R^2 here is 0.164 which indicates 16.4% of total variation.

Also, the value of p here is 0.00 which is less than 0.05, and through this it can be concluded that the model is statistically significant. Therefore, H0 gets rejected and the inference drawn here is that there is an impact of customer satisfaction and retention on customer loyalty of mobile phone brands.

Social identity and culture

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.388[a]	0.150	0.137	0.886
a. Predictors: (Constant), I am afraid that change of mobile phone brand may result in low self-esteem., I assume my cell phone brand is well known and reputed., Others judge me on the brand and kind of mobile phone I use.				

Interpretation:

The tables given above sum up the impact of customer's social identity and culture on customer loyalty of mobile phone brands . The value of R represents connection between the two variables. Here the value of R is 0.388, which is quite decent. Also, the value of R^2 specifies the level of variation in the dependent variable, that occurs due to independent variable. The value of R^2 here is 0.150 which indicates 15 of total variation.

Also, the value of p here is 0.00 which is less than 0.05, and through this it can be concluded that the model is statistically significant. Therefore, H0 gets rejected and the inference drawn here is that there is an impact of customer's social identity and culture on customer loyalty of mobile phone brands.

SUMMARY OF FINDINGS

While going through literatures related to the topic, the factors which has the most impact on customer loyalty for mobile phone brands were identified and they are Brand experience, Perceived quality and value, Brand image, Customer satisfaction and retention. Social identity and culture as a factor influencing customer loyalty for mobile phone brands has not been studied in dept earlier. But, various recent articles related to customer loyalty mentioned social identity and culture to be a major factor influencing customer loyalty in general. Hence, for the purpose of this study this factor has also been considered.

From the study it was identified that all the factors mentioned above have significance impact on customer loyalty for mobile phone brands. However, the level of impact of different variable are not same. It has been found that Brand Image has the most impact among all the others. Majority of the respondents feel that their mobile phone brand is sophisticated and fashionable and they would consider repurchasing the same brand even if the competitors offer same features and technology. This constitutes the variable of brand image, which has most impact on customer loyalty. Brand image is followed by Brand experience, Perceived quality and value, Customer satisfaction and retention, social identity and culture, sequentially.

Age has been taken as first demographic variable and it is identified that people belonging to the age group of 18 to 30 are the most loyal. However, people belonging to age group of 30 to 60 also exhibit a higher degree of customer loyalty which is slightly less than 18 to 30. The next variable is gender and it is identified that male customers are slightly more loyal than that of female customers. Third variable is location, the study was conducted in Central India and it can be concluded that people belonging to Chhattisgarh are more loyal. This is followed by Madhya Pradesh, Uttar Pradesh and Jharkhand respectively.

Next variable is occupation and it can be concluded that people who are self – employed are more loyal than people following other occupation. It is followed by full time employees who exhibits slightly lower level of loyalty. This is followed by home maker and students. Last variable considered under demographics was income and it can be concluded that people having income more than 15,00,000 are most loyal where as people who are having income of up to 2,50,000 lakhs are least loyal.

Hence, after the analysis of findings with existing customer loyalty articles it can be concluded that factors like brand image and brand experience are the major players influencing customer loyalty for mobile phone brands. Moreover, Perceived quality and value and customer satisfaction and retention also plays reasonable role in influencing customer loyalty for mobile phone brands. Social identity and culture has less impact as compared to others. But, considering the trend this factor is going to have great impact on customer loyalty for mobile phone brands. People from age group 18 to 30 and are self-employed exhibited more loyalty than any other demographic factors.

CONCLUSIONS

Customer loyalty is considered as a stem for many things. Loyal customers associate this with brand image and experience and this makes them to repeat the purchase. From this study, factors which have high impact on customer loyalty were identified which are Brand Image, Brand Experience, Perceived Quality and Value, Customer Satisfaction and Retention, Social identity and culture. These factors influence the level of loyalty a customer has for the brand.

Mobile phone industry is very dynamic and fast moving. So, it is necessary for mobile phones brands to cater all the specific needs of their target market. Culture and social identity is an emerging factor which will influence the level of customer loyalty for mobile phone brands.

Different demographic factors have different levels of loyalty. In this study 5 demographic factors have been studied and they are Age, Gender, Location, Occupation, and Income. The level of loyalty varies in each factor. To be successful a brand needs to have careful analysis of all the demographic variables as well as the factors influencing customer loyalty of mobile phone brands.

RECOMMENDATIONS

Based on the findings from the research, the following recommendations have been made which marketers can adopt to improve their strategies and increase their market share by gaining more loyal customers. The mobile phone brands should take into account the loyalty aspect seriously, this can be gained through various factors, most importantly by creating a positive brand image and providing customer with the experience that they desire for. As these are the two most important determinants which every brand should focus on. This will provide positive experience and feeling which customers have obtained by using the mobile phone which will in turn influence the customer loyalty.

The brand should promote their mobile phones on the basis of features provided, as if the customers are attracted towards features they will stick to the same company. Most common example of the same is Apple. They should focus on improved technology and pricing which is worth the expense. The brand should produce and advertise the product which people think that goes with their lifestyle and personality. It should be sophisticated and fashionable. Social identity and culture will have high impact on customer loyalty of mobile phone brands in near future because customers are now more conscious of their social status and

mobile phone has become a symbol of social status . People perceive as they are judged on the basis of mobile they are using.

Mobile phone brands should also reconsider their target as people falling under the age group of 30 to 60 can turn into loyal customers so easily. Though, customers from age 18 to 30 are most loyal but people who fall under 30 to 45 can also be targeted as they have less preferences than people who are from 18 to 30 and can be converted into loyal customers easily.

People of India are cost conscious, therefore, brands should concentrate on low cost and affordable products which cover the market of low income group as they demonstrated low level of loyalty. When a customer is satisfied they tend to repurchase the product and in this way brand retains them and this leads to customer loyalty. Therefore, brands should focus on providing customers the level of satisfaction they are expecting. For the mobile phone it starts with the durability of the product, technology used, ecosystem, Features and other specifications such as battery, camera, ROM etc but this all should be worth the money spend and brands should work on this.