



UNIVERSITY OF AGDER

Factors Influencing Brand Loyalty For Samsung Mobile Users In Nepal

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This master's thesis is carried out as a part of the education at the University of Agder and is therefore approved as a part of this education. However, this does not imply that the University answers for the methods that are used or the conclusions that are drawn.

Abstract

Brand loyalty is one of the key element to success for the business organization. There is a high competition between the brand of the smart phone companies, so it is necessary to develop customer trust to build brand loyalty. The study aims to identify the factors influencing brand loyalty in Nepalese market. The model studies the effect of different independent variables that determines brand loyalty. Regression analysis method is used for data analysis. We found that there are two factors that significantly determines the brand loyalty in Nepalese market.

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1. Introduction

Late in the 1990s, the emergence of mobile phone technology and the rise of telecommunication industry was in rapid progress. Mobile sets appeared in the hands of average users for the first time and were soon becoming the norms and portable to carry anywhere(Goodwin, 2016). The first color screen phone was renovated in the year2002, and multimedia started in the year 2004-2006. Finally, the trend of a smart phone was introduced first time ever in the year 2007(Prlog, 2008-2009).

"A Smartphone is a revolutionary and magical product that is literally five years ahead of any other mobile phone" (Arthur, 2012). Smart phones are not just an ordinary phone but a diverse set of media capture capabilities. "They do not only function as a phone including text messaging and visual voicemail, but also as a camera phone, as a portable media player, and as an Internet client with email, web browsing, and Wi-Fi connectivity"(Leyland, et al., 2010). Moreover, Smart phones now run on processors with high processing speeds together with low power consumptions which allows us to play games, browse the Web, and other applications including the latest technology of virtual reality (Divestopedia & Institute, 2016). Virtual reality is an artificial environment that is created with software and presented to the user in such a way that the user suspends belief and accepts it as a real environment(2016, 2015a). The demand for smart phones has been massive throughout the years. The worldwide Smartphone market grew 0.7% year over year in 2016Q2, with 344.7 million shipments, according to data from the International Data Corporation(IDC, 2016). This slowing growth is primarily due to the decline in developed markets such as United States, Canada, Japan and Western Europe. On the other hand, China showed a mature growth pattern than any other countries and Android dominated the market with an 87.6% share in 2016Q2. Samsung reasserted its global leadership with the success of its new flagship devices(IDC, 2016). Samsung once again claimed its top spot worldwide among smart phone market with a 22.8 % market share in 2016Q2. This retention of position was in high success in midst range and huge success new Galaxy s7 and Galaxy s7 Edge flagship devices. The large numbers of shipments happened in the regions like Southeast Asia, the Middle East and Africa because of the high success of lower end models. Besides, other

mobile companies like Apple, Huawei, OPPO, and Vivo are having the top five spots in the market share worldwide (IDC, 2016).

Nepal is a small market for smart phone companies, but it's a booming one. The number of mobile subscriptions already outnumber its population and there is a rapid demand for high quality smart phone. According to the latest Management Information System (MIS) Report of Nepal Telecommunication Authority (NTA), a single person subscribing to more than one service, the mobile service penetration rate has hit 105.15 percent of the population, As of February, the number of mobile subscriptions in Nepal stands at 27.85 million, against the total population of 26.49 million(Khanal & Rijal, 2016).

Samsung mobiles have the strong market share among all the brand of smart phones in Nepal. Samsung mobile covers around 50% of market shares in the Nepal's phone market(Dhungana, 2016). Samsung mobile company is the global market leader as well as in Nepal among the smart phone companies.

Nepal is a landlocked country located between India and China. It covers are of 147,181 square kilometres and the population is 29,033,914 by July 2016. (The world Factbook,2001). The majority of the age structure is (25-54) years group people consisting of 35.99% of the total population. Nepal is ranked inside top 52 mobile subscribers country in the world. The number of subscribers has been rapidly increasing throughout the country. According to world fact book report, mobile cellular subscribership base is increasing around 90% of the population living area covered by mobile carriers(The world Factbook,2001). Nepal is one of the developing countries with the low economy but the consumption of mobile phones are growing in a huge rate. so, there is plenty of opportunity for mobile companies to sell their brands of phones and enhance business.

1.2 Problem Statement

The mobile phone has gained huge popularity throughout the world and has millions of users. The former research on customer brand loyalty has been performed in mature surroundings (Son, 2010). There is the constant development of new products, changes in the technology and design and shortens the life of the cell phone. The features, functions, looks of the smart phone changes

through the short span of time. Therefore, most the population is reinforced to consume new models(Li,2010). Thus, the brand loyalty in Samsung mobile will be an amazing area of research.

1.3 Purpose

The purpose of the thesis is to find out the factors that are influencing the brand loyalty for the Samsung mobile users in Nepal. The prime focus of research are the younger people who are using Samsung brand and well educated people so that they provide meaningful answers to research questionnaires.

1.4 Structure

The thesis is structured in the following ways. Literature review and hypotheses formation is presented in chapter 2. Also, research methodology is covered in chapter 3, following by findings and data analysis in chapter 4 and 5 respectively. The discussion section is presented in chapter 6 while conclusion and recommendations are discussed in chapter 7. Finally, appendix is presented at the end.

2. Literature review

The literature review is divided in the following ways. The theories that support our research study is discussed in this chapter. Brand loyalty i.e. the dependent variable is discussed in chapter 2.1 and then all the independent variables are described. Chapter 2.2 covers perceive brand quality, while 2.3 describes customer satisfaction. Brand image, brand experience, and social media marketing are discussed in chapters 2.4, 2.5, 2.6 respectively. Finally, conceptual framework and research hypotheses are developed in chapter 2.7.

2.1 Brand loyalty

Brand loyalty is the main subject of interest for marketing researchers. The previous research on brand loyalty shows that spending expenses of loyal buyers are higher than non-loyal buyers. So, brand loyal customers are considered to be a company's most valuable group(Ganesh,2000). The theories based on brand loyalty are defined based on two components; they are attitudinal loyalty and behavioral loyalty(Russell,2007). There has been a lot focus on attitudinal brand loyalty since it could not portray a satisfactory scenario of loyalty. Dick and Basu (1994, p. 100) a state that "the behavioral definition is, consequently, insufficient to explain how and why brand loyalty developed and modified up". Further, they describe that behavioral loyalty is related to proportional purchase, purchase sequence and the probability of purchase. Moreover, the attitudinal components got more support from Kabiraj & Shanmugan (2011, p. 286), who interpret "brand loyalty is the consumer's conscious or unconscious decision, expressed through intention or behavior, to repurchase a brand continually".

Brand loyalty can be described as, "a deeply held commitment to re-buy or re-patronize a preferred product/service consistently in the future, causing a repetitive same brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior" (Son K, et al., 2010). Dick and Basu (1994) explain there may be positive as well as negative perception of the consumers towards the brand and the negative perception may lead to patronize of the brand but in few occasions.

Dick and Basu's (1994) customer loyalty model is the combination on both attitude and behavior loyalty. Moreover, they developed the conceptual framework for brand loyalty and defined "loyalty is the result of the interaction between a customer's relative attitude to a brand, and their repeat purchase behavior for that brand". Further, the loyal group of customers was divided into four types; true loyal, spurious loyal latent loyal and non-loyal. 'True loyal' customers were the group of people with high attitudinal and behavioral loyalty, those with high behavioral loyalty, but low attitudinal loyalty as 'spurious loyal', those with high attitudinal loyalty but low behavioral loyalty as 'latent loyal', and those with low attitudinal and behavioral loyalty as 'non-loyal'(Dick and Basu,1994).

The pattern in consuming durable and non-durable goods or consumption goods are not similar Thiele & Bennett (2001). Customers make a purchase in consumption goods frequently while the purchase of durable goods is made on rare occasions. Brand loyalty is a consumer attachment to a high value of the brand (Aaker,1996). A consumer will deliver loyalty, trust for the brand in regards to their beliefs and expectation. Also, they will get remained to their loyal brand and are not carried away by the strategies of their competitor's brand(Aaker,1996). He further describes brand loyalty of customers in five different levels.

- 1) The consumers who often switch their brand and don't consider to remain to the brand is a switcher.
- 2) A Habitual Buyer is a group of loyal customers, but the loyalty may not necessarily be on satisfaction and pride.
- 3) The consumers satisfied with the brand are satisfied buyers. They are the loyal customers based on profit and loss, but the loyalty is not based on pride and familiarity of the brand.
- 4) The next level of consumers is those who liked the brand. Now, influence towards new product is rare, but the consumer group yet openly does not express their pride to others related to the brand.
- 5) Committed buyers are the group of consumers who feels proud towards the brand and express their pride which results as a promotion of the brand.

2.2 Perceived Brand Quality

(Aaker,1991) states the perceive quality of consumers has a great impact towards loyalty of the brand and company success. It plays a vital role to maintain a warm relationship and trust inside the customers. Thus, perceive quality grows stronger and keeps away from competitors.(Pappu, Quester, & Cooksey, 2006) developed a parameter to measure the quality of durable goods. According to them, easy access, serviceability, durability, performance and excellent feature determine the quality towards brand loyal customers.

Perceived quality is defined as the consumers' judgment about an entity's (service's) overall excellence or superiority (Zeithaml, 1987). Rowely,1995 defines perceive quality in the service sector is a kind of attitude, but different from the satisfaction, occurs as perception of performance from their expectations. The main parameter for the brand loyalty is the perceived quality(Gurbuz,2008). He explains that when the perceived quality is view most important element of the brand, results in the occurrence of brand loyalty. The perceive brand quality enhances the profitability of the company due to the influence in brand loyalty and the increase of satisfied customers(Apéria & Back,2004).

(Kan,2002) defines perceive quality is the overall knowledge and experience applied while making a purchase that includes the attributes like product benefit, durability, reliability, function of the product. (Aaker,1996) defines the difference between perceiving quality and real quality. It is because the customer gets negatively affected by the bad image of the product in the future as well. Besides, the consumers will not believe the same product, even if its quality has been upgraded later. Consumer examines a product quality from their past knowledge and experiences which results in consumer subjective judgment in product quality(Holbrook & Corfman, 1985).

2.3 Customer Satisfaction

The previous studies based on customer satisfaction portray it has a direct and indirect impact on the profitability of the firm. Luo and Homburg (2007) explain that customer satisfaction has a positive influence on the profitability of the firm. Most of the studies are carried with the relationship with the customer business pattern. (Chi and Qu, 2008; Faullant et al., 2008) states that the brand Kotler & Armstrong (2010, p37) defines customer satisfaction as ``the extent to which a product's (whether goods or services) perceived performance matches a buyer's

expectations`. Customer satisfaction is a major driver information of the customer's desires for future purchase (Mittal & Kamakura, 2001). Customer Satisfaction is the overall accumulation of customer expectation before the purchase and after purchase of the product Serkan & Gökhan (2009).

Loyalty of the customer increase with the increase in customer satisfaction. Moreover, it leads to positive word-of-mouth and enforces the repurchasing behavior.

According to Shukla (2004, p. 85), customer satisfaction is "customer's psychological response to his/her or her positive evaluation of the consumption outcome in relation to his/her expectation". Satisfaction is derived after the consumption of the product or service. The customer evaluation of satisfaction is the comparison between the expected performances with the actual performance(Shukla, 2004). The performance of the product or service is highly influenced by the expectation of customer (Churchill & G. A,1982). The performance of the brand depends upon the features and attributes that the customer expects. These characteristics can be in the form of hardware, software, style or another functionality (Churchill & G. A, 1982). Customer satisfaction is one of the measures for finding the performance of the product and organization relating to its competitive market environment(Hill & Alexander,2006). (Santouridis & Trivellas,2010)mentions satisfied customers have high possibility to stick with the existing product of the company while dissatisfied can switch easily to other alternative brands.

The loyalty to the brand and positive attitude is determined by the satisfied customers. Moreover, it enforces the loyal customer for repurchase of product again and again (Youl & John, 2010). Further, many empirical studies on products showed that satisfaction leads towards positive loyalty. The satisfied customer repurchases the product for the next time as well. Satisfaction is the determining factor for brand loyalty, but in some condition, a satisfied customer might turn towards other similar products (Youl & John,2010).To ensure repurchasing behavior, a satisfied customer should also possess a positive attitude towards the customer product. The loyalty to the brand and positive attitude is determined by the satisfied customers. Moreover, it enforces the loyal customer for repurchase of product again and again (Youl & John, 2010).

2.4 Brand image

(Keller, 1993) describes "Brand image is the perceptions of the customers which are reflected by the different associations they held in mind about the brand". Keller further defines that images are created by brand associations which is the perception inside the memory of the customer. Images are those perceptions that customer think about the brand that appears in their mind(Keller,1993). Brand image is a major factor for the organization to launch their products and services successfully in the market(Coulter &zaltmen,1994). According to (Roth,1992) brand image is the meaning consumers associated with the products.

Brand Image acts a major part of the proper judgment and evaluation of the product or service, leading to influence in brand loyalty (Chen and Myagmarsuren,2001).Moreover, brand image increases attitudinal and behavioral responsiveness of the followers. Brand image is defined as "perceptions about a brand as reflected by the brand association held in consumer memory"(Lee. H, Lee. C & Wu.C, 2011). They further state that consumers generally mix the tangible and intangible characteristics of the brand through feeling and thoughts in their mind. And those positive feelings and attitudes towards the brand results in the repurchase of the product.(Lee. H, Lee. C&Wu. C, 2011). The major characteristics of the brand image are its uniqueness while compare with its competing products. The uniqueness of the product may differ from each other according to its color, packaging, weight, design, texture and others.

Brand image portrays the overall image and impression of the brand in the memory of the customers (Upamannyu and Mathur 2012). Also, brand image displays the content of the brand like reputation, function, brand name and overall values(Upamannyu and Mathur 2012).

The brand image plays a major role in repurchasing product, differentiating from its competitors, adds attachment towards the brand for its customers(Aaker,1991). Kuusik (2007) concludes that brand image is the most significant variable that increase the brand loyalty of the product or service. Lazarevic (2011) states brand image is the most impressive measure to reach the goal of brand loyalty. Therefore, a positive brand image leads firms to deliver their brand value to their customers which reinforces the brand loyalty.

2.5 Brand experience

Brand experience is subjective, internal consumer responses (sensations, feelings, and cognitions and behavioral responses) evoked by brand related stimuli that are part of a brand's design and identity, packaging, communications, and environments (Brakus et al., 2009). According to him, the consumer experience is generated from the interaction of consumer between tangible or intangible brand that arises as consumer responses after consuming a brand. They further classify brand experience into four major dimensions; sensory, affective, intellectual and behavioral. The brand experience is the main motivating factor for brand repurchase (Brakus et al,2009). Ambler et al.(2002) describes the brand experience is generated after the consumption of the product, taking about the brand resulting the promotion and other marketing activities. The brand experience in the service sector is created by the perception of the customers at every touch point after being directly involved with the services or through any kind of advertisement (Alloza,2008).

The major elements influencing brand loyalty are brand name, design, symbols, materials, packaging, environment and others (Shim,2012). The brand experience reinforces positive feelings and sentiments of their customers towards the brand, so it is considered to be valuable driving factor for brand loyalty(Brakus et al,2009). The consumers having a positive brand using experience,

Acknowledge the brand and supplier and these positive factors may lead to the re consumption of the same brand(Goodson, 2011).

The importance of brand experience is that it not only increases the willingness to consume the brand again, but also influence the willing, to try for its brand line extensions(Kim&sullivan,1998). These brand extensions are the different products, but produced by the same brand of company. These researchers conclude that there exists a strong relation between brand experience and brand loyalty. The brand experience can be positive as well as negative and the positive and the pleasant brand experience leads towards the customer satisfaction and brand loyalty (Brakus et al,2009). A customer having strong and positive brand experience will be reminded by the customer and it may result in repurchase of the brand (Houch and Deighton,1989).Therefore, a pleasant and memorable brand experience will develop the trust

and warm relationship with the customer that will develop brand loyalty in the future (da Motto Filho,2012).

2.6 Social Media Marketing

"Social media are the online means of communication, conveyance, collaboration and cultivation among interconnected and interdependent networks of people, communities and organizations enhanced by technological capabilities and mobility".(Tuten &Sollomon,2015). (Kaplan &Haenlein,2010) define social media as "a group of Internet based applications that build on the ideological and technological foundations of Web 2.0, which allows the creation and exchange of user-generated content". Social media are computer-mediated tools that allow people or companies to create, share, or exchange information, career interests, ideas, and pictures/videos in virtual communities and networks (authority & vanity, 2016).

Social media marketing is the use of social media to facilitate exchanges between consumers and organizations. It is valuable to marketers because it provides inexpensive access to consumers and a variety of ways to interact and engage customers at different points in the purchase cycle (Tuten &Sollomon,2015). Social media marketing refers to the process of giving traffic or attention through social media sites and makes the content more attractive and encourages reader for sharing in social networking sites(Written, 2015).

Social media marketing is the effective utilization of resources and time that provides companies to build a platform for creating brand loyalty of customers rather than the traditional methods(Pollock et al., 2011). The companies can promote their brand through effective utilization of social media such as social networking sites, content communities, virtual world, blogs and others, that drives the brand loyalty of the consumer towards the product (Zarella, 2010; Kaplan and Haenlein, 2009; Weinberg, 2009). Moreover, social media encourage consumers to share views and opinions to their friends and families about the product or service, resulting the loyalty towards the brand. (Stileman, 2009; Mangold and Foulds, 2009). Also, the communication between the customers works as an important tool for increasing brand awareness, brand recognition and recall, and influences brand loyalty (Gunelius, 2011).

Social media marketing is a new and different concept in marketing than traditional ones because it aims to influence brand image and loyalty through the special attention and brand building

strategies(Gordhamer, n.d.). Firms appoint the social media consultants and expert to deliver attractive offers and activities in the online environment, enhancing the brand loyal customers(Coon, 2010).

2.7 Conceptual Framework and Hypotheses

The variables were taken into consideration from the previous studies. In this study, brand loyalty is the dependent variable and brand image, perceived brand quality, customer satisfaction, brand experience and social media marketing are the independent variables.

The conceptual framework is given below.

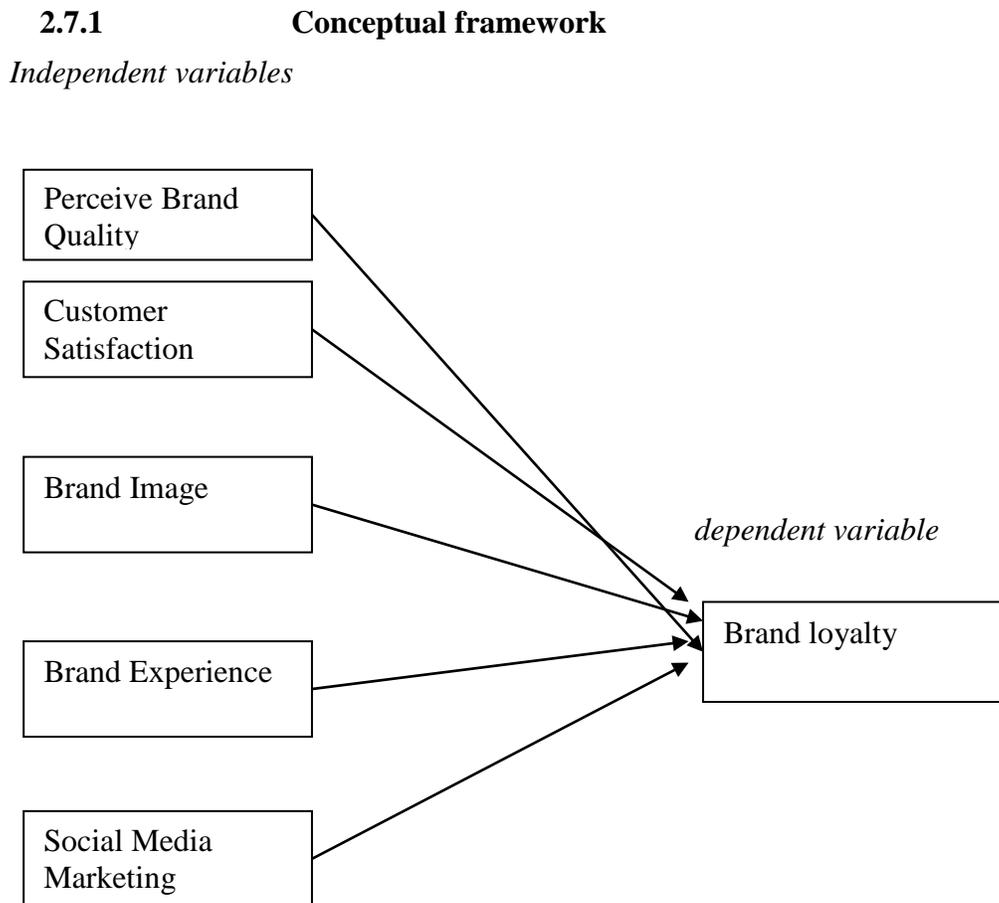


Figure1 : conceptual framework

2.7.2 Research hypothesis

There are several that are influencing brand loyalty of a Samsung mobiles. These include brand image, perceived brand quality, customer satisfaction, brand experience and social media marketing. We have formed five hypotheses and they are as follows.

H1: Perceived brand quality has a positive influence in determining the brand loyalty.

H2: The customer satisfaction positively influences the brand loyalty of Samsung phones.

H3: The brand experience of the customers positively affects brand loyal customers to buy a Samsung mobile phone.

H4: Brand image has the positive influence in determining the brand loyalty of Samsung phones.

H5: Social media marketing has a positive influence towards the brand loyalty of Samsung mobile.

3. Methodology

The Quantitative method was used in this research. Brand loyalty is used as dependent variable while the independent variables are perceive brand quality, customer satisfaction, brand image, brand experience and social media marketing. The data were collected through the questionnaire method.

3.1 Selection of Topic

The purpose of the research was to find out the factors that can influence Samsung mobile brand loyalty in Nepalese market. The topic of the study should be interesting, understandable to the author and should able to motivate a researcher while carrying it out(Fisher,2007). Also, the important element while selecting the topic is access to the people, gathering required data and make the researcher to answer the research question(Fisher,2007).

The topic on brand loyalty was interesting and understandable for the author. Samsung phones was selected as the product of the study since it is hugely popular and is the market leader throughout the world, which would be interesting. The research was decided to conduct in the Nepalese market for Samsung mobile customers because it was easy for the author to reach the target audiences.

3.2 Research method

There are normally two types of methods in research, i.e. qualitative and quantitative. We use quantitative methods in this research because it is faster and more accurate than qualitative research(Saunders, Lewis &Thornhil, 2000). Also, the research that is carried out for academic purpose is limited to time, therefore, we have also used quantitative in this research. The quantitative effect of the variables is estimated by this method.

The causal relationship between dependent and independent variables are presented by using multiple regression mathematical model through the use of SPSS.

Quantitative method is used to meet the purpose of this study, estimate the quantitative effect of the causal variables upon the variable that they influence. Brand loyalty is the dependent variable, which is influenced by the independent variables. The independent variables are customer satisfaction, brand quality, brand experience, brand image, and social media. Dependent and independent variables have a linear relationship. By definition, linear relationship is the proportional increase/decrease in independent variability will proportional increase /decrease dependent variables.

3.3 Data Collection

Generally, data are collected by two methods. They are primary data collection and secondary data collection method. The primary data collection method contains a questionnaire method, interview, case study and others. On the other hand, the data which are already collected for specific studies or research is the secondary data. The data collection process used in this study is questionnaire method. The questionnaire was created through Google docs and distributed using social media site like Facebook, where the link was sent to respondents to fill the questionnaire. The questionnaire was created using seven-point Liker scale (one for `strongly disagree` to seven `strongly agree`)

3.4 Sampling population, design, and size

Population is stated as “the entire group of people, events, or things that researcher wishes to investigate” (Sekaran, 1992,). A group of population who is currently using Samsung mobile phones in Nepal are the population of study. The questionnaires were only distributed to those people who were using the phones of Samsung brand. The age limits between 18-60 years old. Also, well-educated group of respondents was selected so they could answer the questionnaire in the meaningful way. Sampling refers to the procedure that the researcher uses to select a sampling unit(Kent,2007). The sampling unit followed by the researcher is the online survey.

Probability and non-probability are the two types of sampling techniques used in research. Probability sampling are those sampling those leads to random selection while the non -

probability does not do that(Bryman & Bell, 2007). A probability sampling has non-zero chance of the element to be selected which includes sampling like simple random, systematic, multi stage cluster. On the other hand, non- probability sampling consists sampling like convenience, quota and snowball sampling(Bryman & Bell, 2007). In this research, convenience is used by the researcher because it was easy to use, accessible, economical and short time consuming.

The questionnaire was collected through Google docs using social networking site like Facebook and later the data was transferred into SPSS. Sampling size depends according research questions and objectives (Saunders et, 2011). The limitation of time, money and other factors should be considered before choosing sample size. The sample size of the study is 120 respondents from Nepal that are using Samsung phones. A total of 186 questionnaires was sent online, out of them, 128 responses were recorded in Google docs. 120 responses were considered for data analysis because the remaining of them were incomplete and disqualified.

3.5 Measurement

The measurement of independent variables was applied from the previous research papers that has already verified and approved the valid and reliable measurements.

Reliability: According to Fisher(2010), the degree of results should be consistent with the repetition of the research under the same condition and measured items. The results generated should remain same under the same assumption. The reliability of primary data is crucial for the study to ensure a high level of reliability. Questionnaires completed by respondents were auto saved in Google docs and then exported to excel. Later, the responses were analyzed through SPSS.

Validity: Validity refers to the measurement and strength of material used in research that are responsible for generating results (Fisher, 2007). The validity of the research is related to the methods used for collection of valid data and their analysis. A proper instrument used in the research and valid measures are the important element in validity and they should meet all the phase of validity throughout the research(Patton, 1999). The questionnaires designed for this

research were taken from the conceptual framework which were important to generate a response on brand loyalty.

3.5.1 Perceive Brand Quality

The perceive brand quality is measured from the seven-point liker scale measurement that are adopted from (Aaker,1991). These questionnaires were included to capture quality for the influence of the brand to its customers. There are four questionnaires measured under perceive brand quality.

- Samsung offers very durable products
- Samsung products are reliable
- Samsung offers products with excellent features
- Samsung offers phones with good quality.

3.5.2 Customer satisfaction

The measurement of customer satisfaction has been adopted from (Chi and Qu,2008; Faullant et al., 2008). A seven-point liker scale is used ranging from 'strongly disagree` to 'strong agree'. The overall satisfaction level, brand performance, consumer expectation is the main area of this part. It covers five questionnaires numbered from five to nine.

- My expectation regarding Samsung performance is high
- I am satisfied using Samsung mobile experiences
- Overall Samsung meets my need and I am satisfied
- I am satisfied with the hardware and operational functionality of Samsung phones
- I am satisfied with the service provision of Samsung mobiles

3.5.3 Brand Image

A seven-point liker scale used to measure the dimension of brand image from the previous research of (Keller,2001). The questionnaires numbered from ten to thirteen are as follows.

- I think Samsung phones are fashionable and elegant.

- I think Samsung mobile is well-known and prestigious
- I think Samsung phone has a reputation for high quality
- I think Samsung is one of the top brands among Smartphone.

3.5.4 Brand Experience

The seven-point liker scale was adopted from the research of Brakus et al. (2009). The former author used to measure automobile experience in their study. The experience measure is covered by the association of feelings, cognition, sensations and behavioral responses of the consumer towards the brand. The questionnaire numbered from (18-21) are as below.

- Using Samsung creates positive feelings and sentiments
- I find Samsung phones interesting in a sensory way
- I feel Samsung phones go with my way of life
- Because of Samsung phones, I feel I am part of a smart community

3.5.5 Brand loyalty

The questionnaires were adopted from the previous research of Dick & Bastu (1994) to measure the dimensions in customer loyalty. The seven-point liker scale measurement is taken from Serkan & Gökhan (2005). The following were the questionnaires from (18-21) that measures the brand loyalty for this part.

- I have favorable attitudes towards Samsung mobiles.
- I recommend Samsung phone towards my friends and family.
- Samsung is my first choice among smart phone.
- I consider loyal towards Samsung phones.

3.5.6 Social Media Marketing

A seven-point liker scale numbered from (22-24) is used for measuring the dimension on social media marketing. The questions about engagement with brands on social media is measured

from literature review from (Mangold and Foulds, 2009), (Freidman, 2011) and (Brito, 2011). The questionnaires are as follows.

- I believe social media plays important role in choosing a brand of smart phone.
- Samsung mobile is very popular among my friends and families in social networking sites like Facebook, whose suggestion and feedback makes me loyal towards it.
- The content on the Samsung mobile page group, websites are up to date and attractive.

4. Findings

This chapter provides the graphical presentation or charts according to the findings of questionnaire survey. It presents an overview of empirical findings.

4.1 Demographics

The questionnaire consists of several parts that include demographic information and a seven point Likert scale. The questionnaires nearly sent to 185 people who were currently using Samsung mobiles and 134 responses were recorded. However, only 120 responses were accepted because of incomplete responses and did not match nationality requirements to be in the conducted research. The gender distribution consists of 57.5 percent of males and 42.5 percent of females in total. The majority of the age group belong to (25-30) years with 54.2% followed by (31-36) years with 20.8%, (18-24) years group with 19.2 %. Then, (37-45) years groups cover 4.2% while the least of all is age above 46 with 1.7%.

Table 2: Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	69	57.5	57.5	57.5
female	51	42.5	42.5	100.0
Total	120	100.0	100.0	

Table 3: Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-24	23	19.2	19.2	19.2
25-30	65	54.2	54.2	73.3
31-36	25	20.8	20.8	94.2
37-45	5	4.2	4.2	98.3
46 above	2	1.7	1.7	100.0
Total	120	100.0	100.0	

Table 4: Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid high school	10	8.3	8.3	8.3
diploma	17	14.2	14.2	22.5
bachelor	37	30.8	30.8	53.3
master graduate	39	32.5	32.5	85.8
advance level	17	14.2	14.2	100.0
Total	120	100.0	100.0	

The distribution of education level is seen in table3. The master graduate students are highest with 32.5 percent following bachelor passed students with 30.8% . Diploma and advance level respondents are third with equal of 14.2% and high school respondents are at least with 8.3%.

4.2 Perceive brand quality

Question 1: Samsung offers durable products

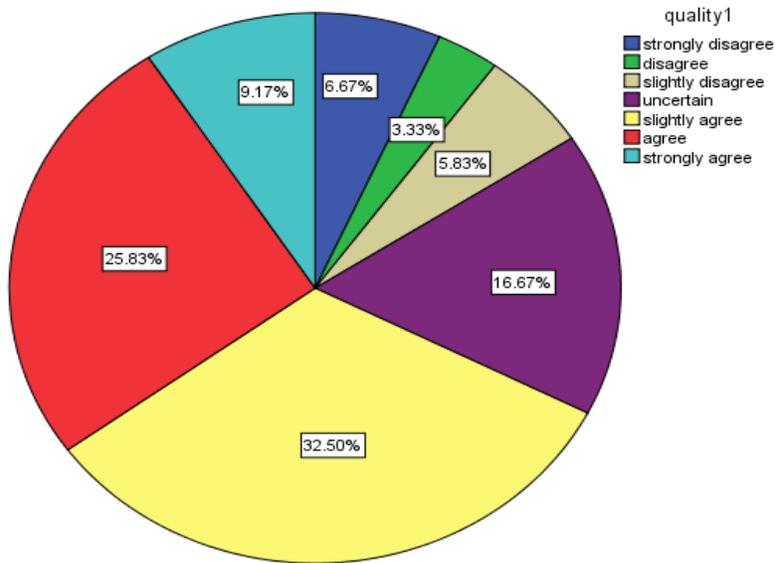


Figure 2

When asked about above statement, 9.17% strongly agree, 25.83% agree and 32.50 % slightly agree that Samsung offers durable products . The 16.67% of respondents were uncertain while 5.83% slightly disagree, 3.33% disagree and 6.67% strongly disagree with the statement.

Question 2: 'Samsung products are reliable'

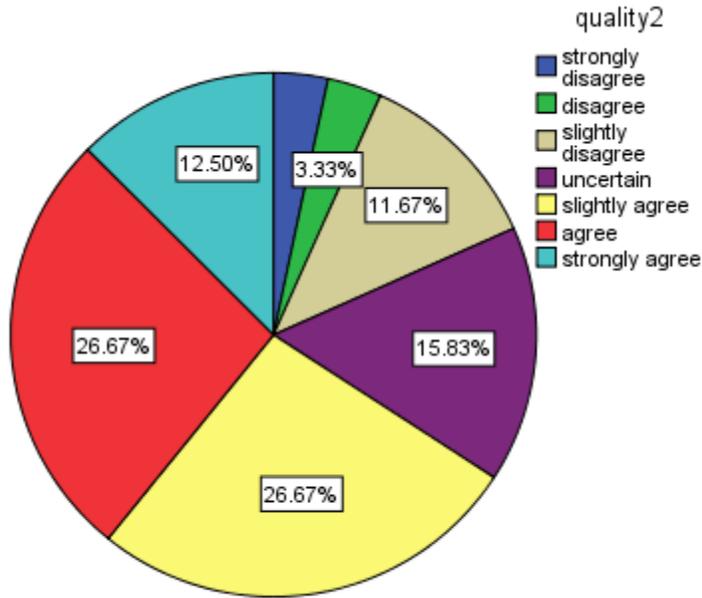


Figure 3

For the above question which was asked to respondents about the reliability of the Samsung phone, 12.5% of respondents strongly agree, 26.67% agree and 26.67% again slightly agree. But 15.83% of respondents remained uncertain, 11.67% slightly disagree, 3.33% disagree and 3.33% of respondents strongly disagree with the above statement.

Question3 : Samsung offers products with excellent features

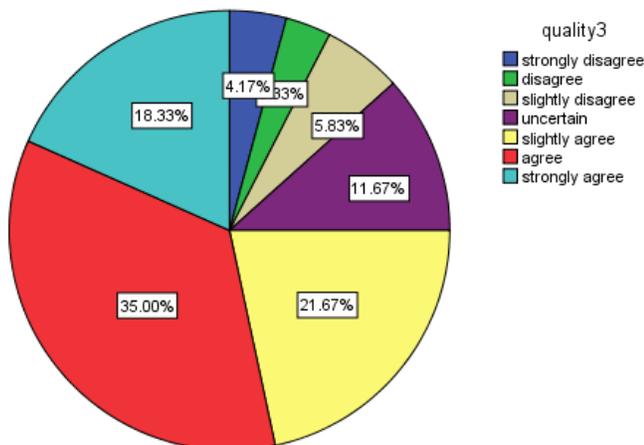


figure 4

For this question, a majority of respondents agree (18.33% strongly agreed, 35% agreed, 21.33% slightly agreed) that Samsung mobile offers excellent features. Despite 15.83% uncertain, while 5.83% slightly disagree, 3.33% disagree and 4.17% strongly disagree with the above statement.

Question4: Samsung offers phones with good quality.

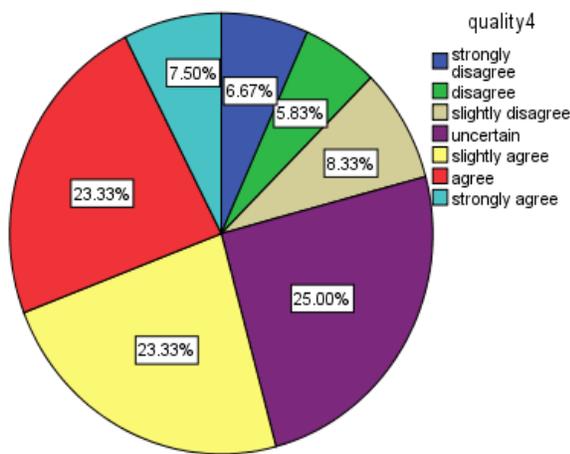


Figure 5

As shown in figure 5, 7.5% of the respondents strongly agree, 23.33% agree and 23.33% slightly agree with the good quality of Samsung phone. On the other hand, 25% of the respondents remain uncertain while 8.33% slightly disagree, 5.83% disagree and 6.67% strongly disagree with the good quality of phone.

4.3 Customer satisfaction

Question 5: My expectation regarding Samsung performance is high

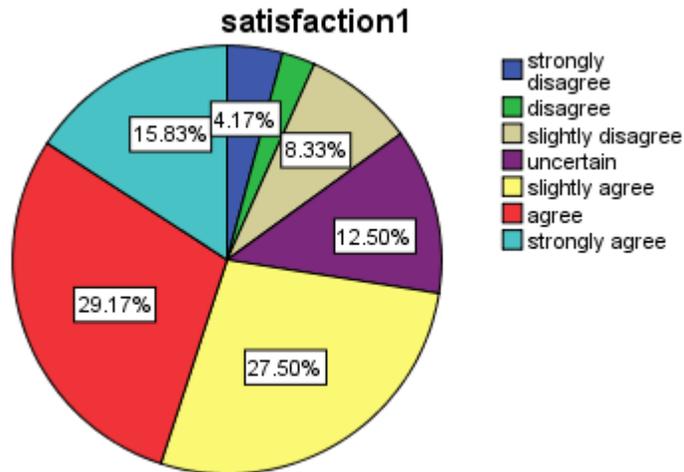


Figure 6

For the above question which was asked about the performance of the Samsung phone, 15.83% of respondents strongly agree, 29.17% agree and 27.5% slightly agree. Besides, 12.5% of respondents uncertain, 8.33% slightly disagree, 4.17% strongly disagree and 2.17% disagree regarding the performance of phone.

Question: 6 : I am satisfied using Samsung mobile experiences

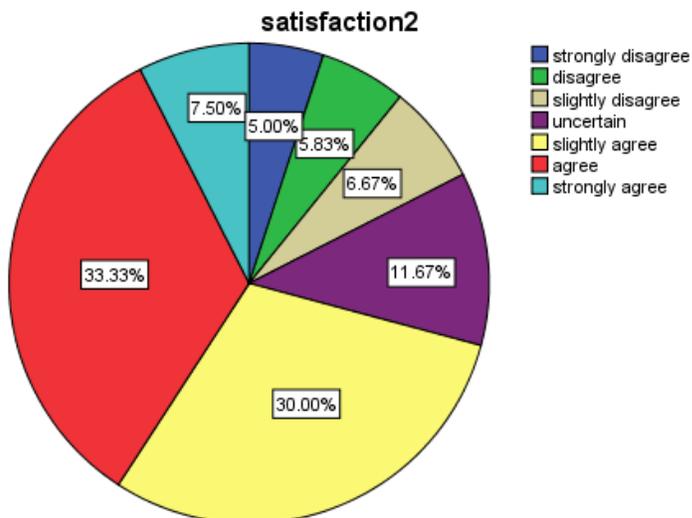


Figure: 7

For this question, a majority of respondents agree (7.5% strongly agreed, 33.33% agreed, 30% slightly agreed) they are satisfied with using Samsung phones. Despite 11.67% uncertain, while 6.67% slightly disagree, 5.83% disagree and 5% strongly disagree with the above statement.

Question 7: Overall Samsung meets my need and I am satisfied.

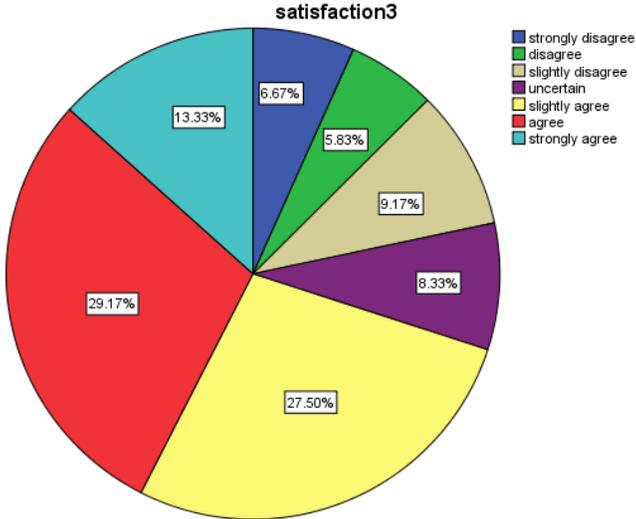


figure: 8

As shown in figure 8, 13.33% of the respondents strongly agree, 29.17% agree and 27.5% slightly agree with the good quality of Samsung phone. On the other hand, 8.33% of the respondents remain uncertain while 9.17% slightly disagree, 5.83% disagree and 6.67% strongly disagree with the statement above.

Question 8: I am satisfied with the hardware and operational functionality of Samsung phones

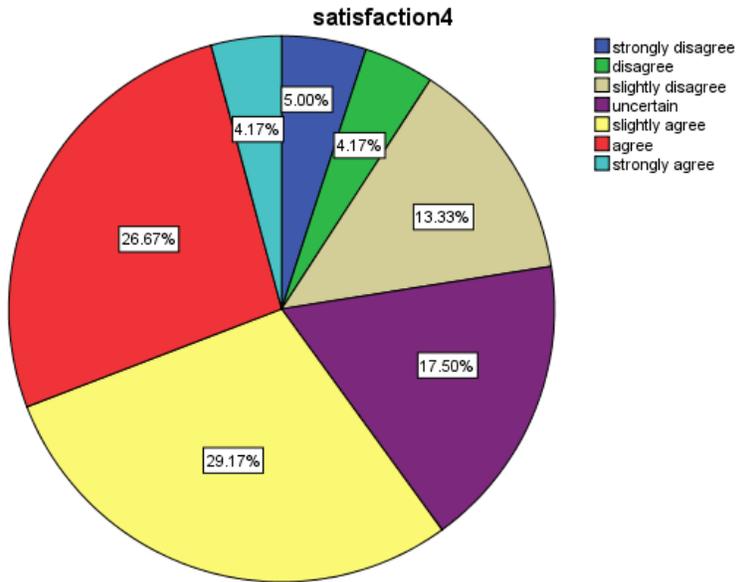


figure: 9

For the above question which was asked about the functionality of the Samsung phone, 4.17% of respondents strongly agree, 26.67% agree and 29.17% slightly agree. Besides, 17.5% of respondents uncertain, 13.33% slightly disagree , 5% strongly disagree and 4.17% disagree regarding the functionality of phone.

Question 9: I am satisfied with the service provision of Samsung mobiles

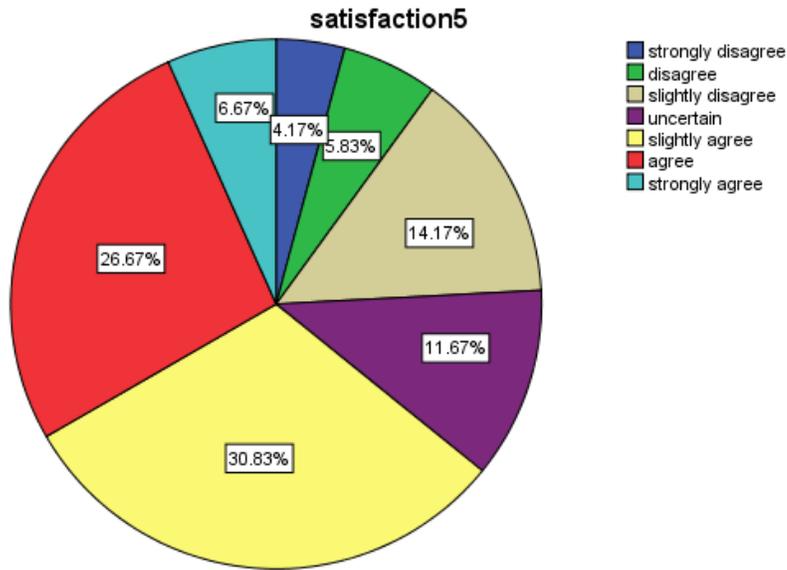


Figure: 10

As shown in figure 10, 6.67% of the respondents strongly agree, 26.67% agree and 30.83% slightly agree that they are satisfied with the service provision of Samsung phone. On the other hand, 11.67% of the respondents remain uncertain while 14.17% slightly disagree, 5.83% disagree and 4.17% strongly disagree with the statement above.

4.4 Brand Image

Question10: I think Samsung phones are fashionable and elegant

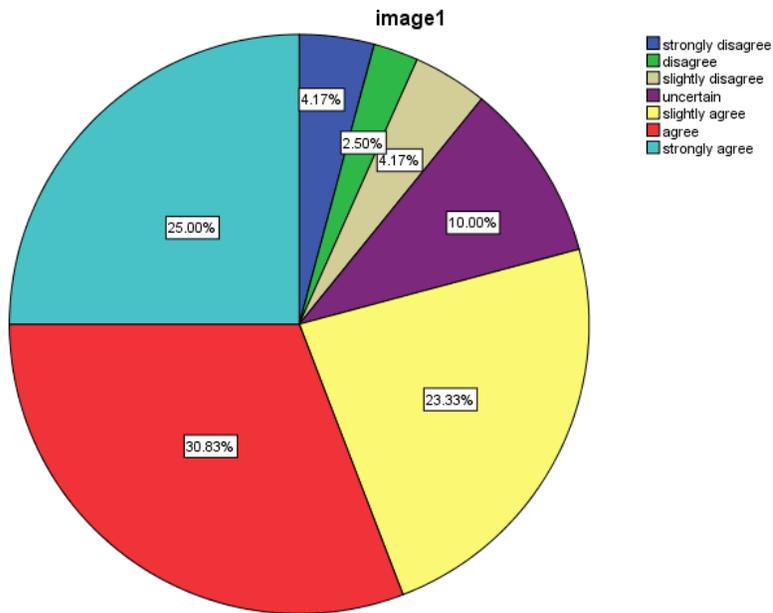


Figure: 11

For this question, a majority of respondents agree (25% strongly agreed, 30.833% agreed, 23.33% slightly agreed) that Samsung phones are fashionable. Despite 10.00% uncertain, while 4.17% slightly disagree, 2.5% disagree and 4.17% strongly disagree with the above statement.

Question: 11 I think Samsung mobile is well- known and prestigious

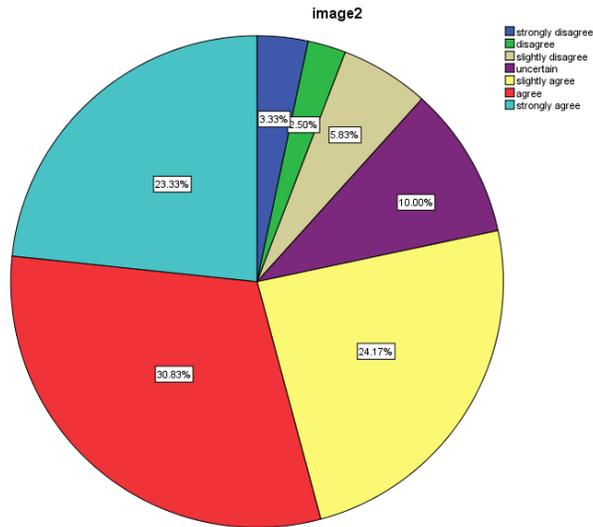


Figure 12

For the above question which was asked about the popularity of the Samsung phone, 23.33% of respondents strongly agree, 30.83% agree and 24.17% slightly agree. Besides, 10% of respondents uncertain, 5.83% slightly disagree, 3.33% strongly disagree and 2.5% disagree regarding the functionality of phone.

Question 12: I think Samsung phone has a reputation for high quality

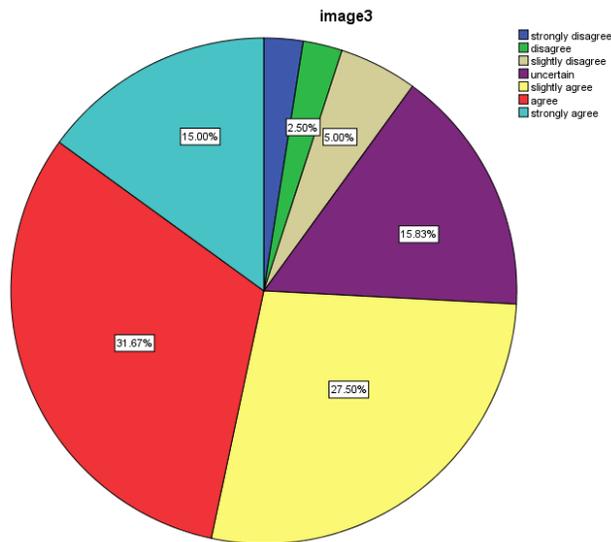


Figure 13

As shown in figure 14, 15% of the respondents strongly agree, 31.67% agree and 27.5% slightly agree with the high reputation of Samsung phone. On the other hand, 15.83% of the respondents

remain uncertain while 5% slightly disagree, 2.5% disagree and 2.5% strongly disagree with the statement above.

Question 13: I think Samsung is one of the top brands among Smartphone

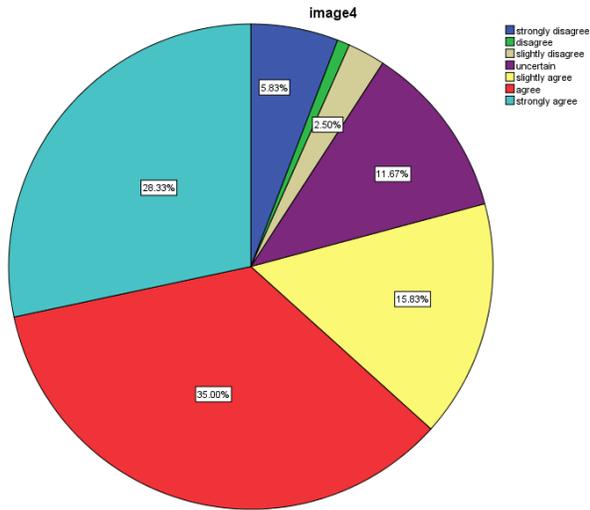


Figure 14:

For this question, a majority of respondents agree (28.33% strongly agreed, 35% agreed, 15.83% slightly agreed) that Samsung is one of the top brand phones. Despite 11.63% uncertain, while 2.5% slightly disagree, .84% disagree and 5.83% strongly disagree with the above statement.

4.5 Brand Experience

Question 14: Using Samsung creates positive feelings and sentiments

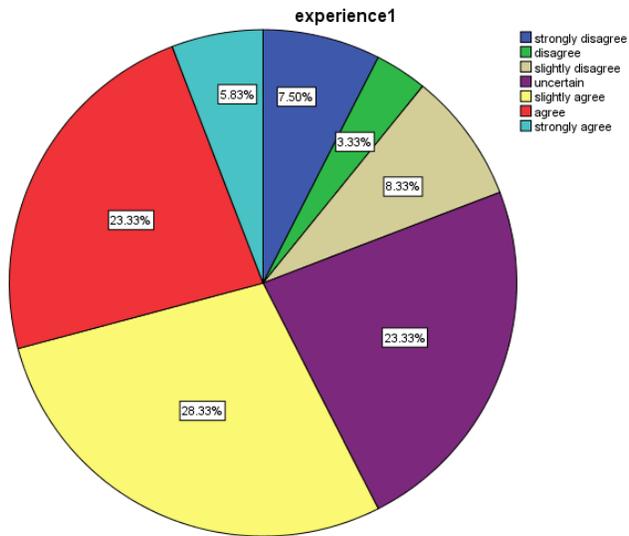


Figure 15.

For the above question which was asked about the feelings and sentiments of the Samsung phone, 5.83% of respondents strongly agree, 23.33% agree and 28.33% slightly agree. Besides, 23.33% of respondents uncertain, 8.33% slightly disagree, 7.5% strongly disagree and 3.33% disagree regarding the feeling and sentiments towards the phone.

Question 15: I find Samsung phones interesting in a sensory way

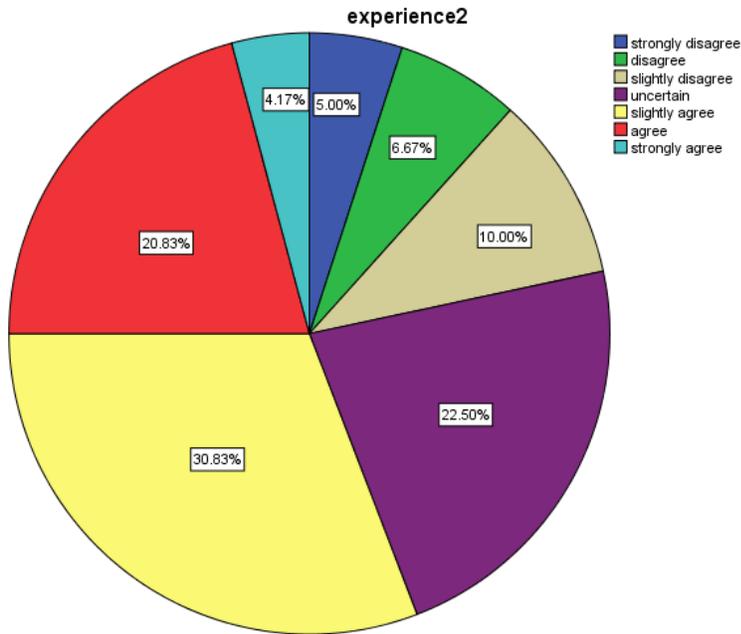


Figure 16

For the above question, 4.17% of respondents strongly agree, 20.83% agree and 30.83% slightly agree. Besides, 22.5% of respondents uncertain, 6.65% slightly disagree, 5% strongly disagree and 6.67% disagree with the above statement.

Question 16: I feel Samsung phones go with my way of life

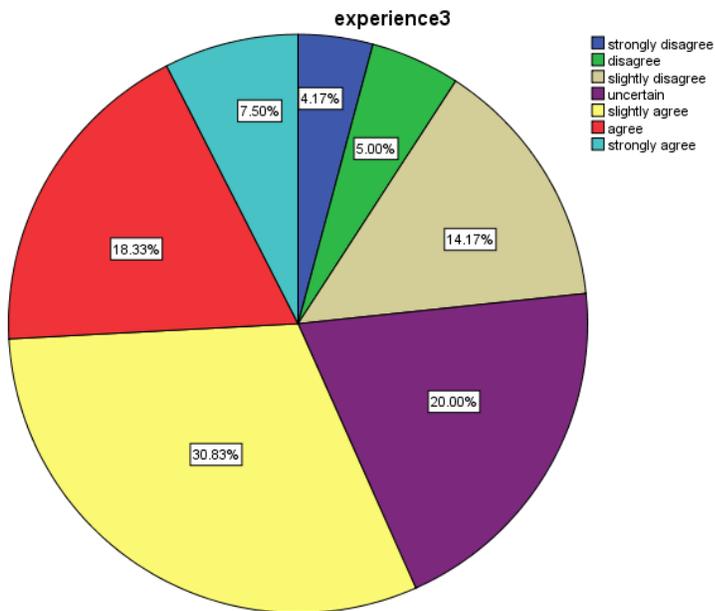


Figure 17

As shown in figure 7.5% of the respondents strongly agree, 18.33% agree and 30.83% slightly agree with the above statement. On the other hand, 20% of the respondents remain uncertain while 14.17% slightly disagree, 5% disagree and 4.17% strongly disagree with the statement above.

Question 17: Because of Samsung phones, I feel I am part of a smart community

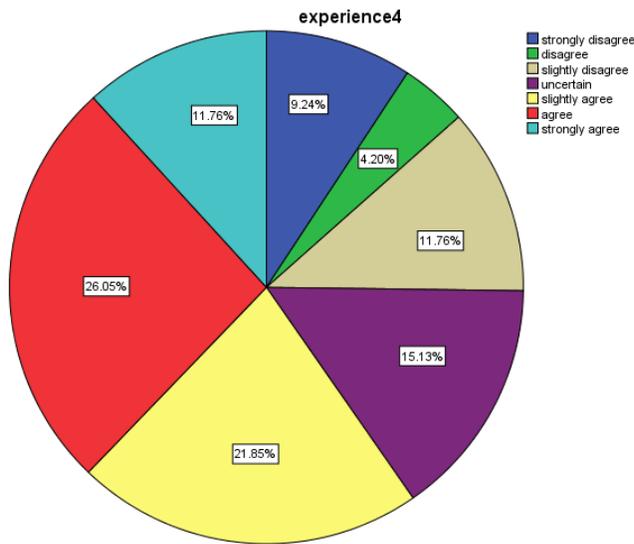


Figure 18

For this question above, a majority of respondents agree (11.67% strongly agreed, 26.05% agreed, 21.05% slightly agreed) with the question above. Despite 15.13% uncertain, while 11.67% slightly disagree, 4.2% disagree and 9.24% strongly disagree with the above statement.

4.6 Brand loyalty

Question 18: I have favorable attitudes towards Samsung mobiles

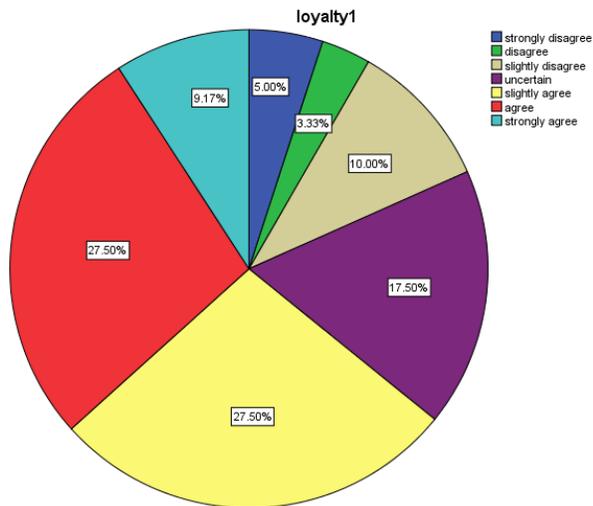


Figure 19.

For the above question which was asked about the favorable attitudes towards Samsung phone, 9.17% of respondents strongly agree, 27.5% agree and 27.5% slightly agree. Besides, 17.5% of respondents uncertain, 10% slightly disagree , 5% strongly disagree and 3.33% disagree regarding attitudes towards phone.

Question 19: I recommend Samsung phone towards my friends and family

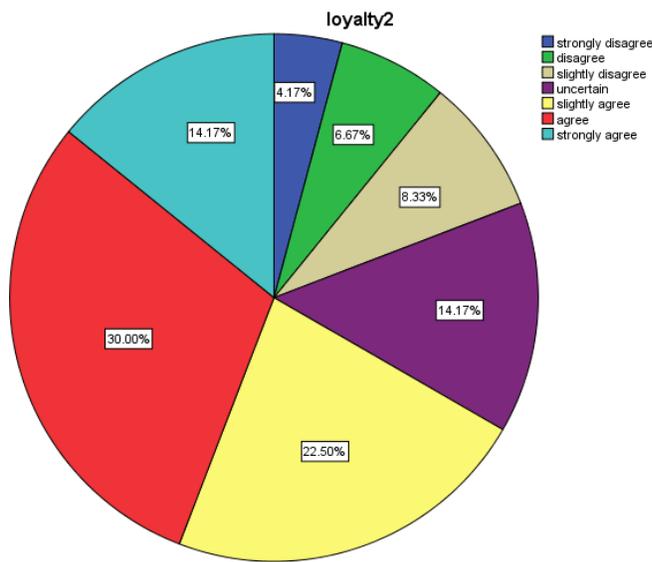


Figure 20.

For this question, a majority of respondents agree (14.17% strongly agreed, 30% agreed, 22.5% slightly agreed) that they recommend Samsung to their friends and families. Despite 14.17% uncertain, while 8.33% slightly disagree, 6.67% disagree and 4.17% strongly disagree with the above statement.

Question 20: Samsung is my first choice among smart phone

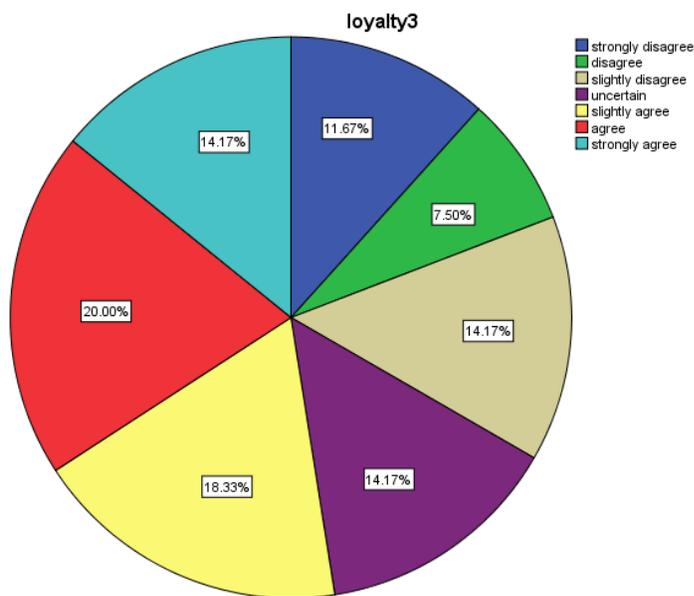


Figure 21.

As shown in figure 21, 17% of the respondents strongly agree, 20% agree and 18.33%slighly agree with the above statement. On the other hand, 14.17% of the respondents remain uncertain while 14.17% slightly disagree,7.5% disagree and 11.67% strongly disagree with the statement above.

Question 21: I consider loyal towards Samsung phones

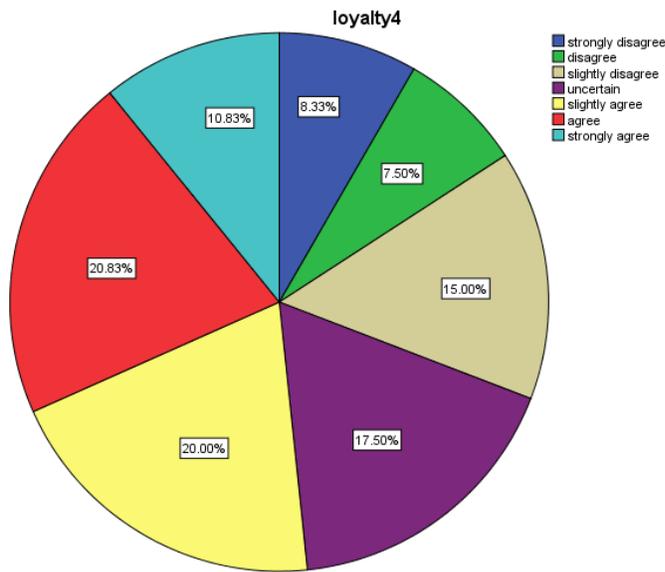


Figure 22

For the above question which was asked about the loyalty towards Samsung phone, 10.83% of respondents strongly agree, 20.83% agree and 20% slightly agree. Besides, 17.5% of respondents uncertain, 15% slightly disagree , 8.33 strongly disagree and 7.5% disagree regarding the statement.

4.7 Social media marketing

Question 22: I believe social media plays important role in choosing a brand of smart phone

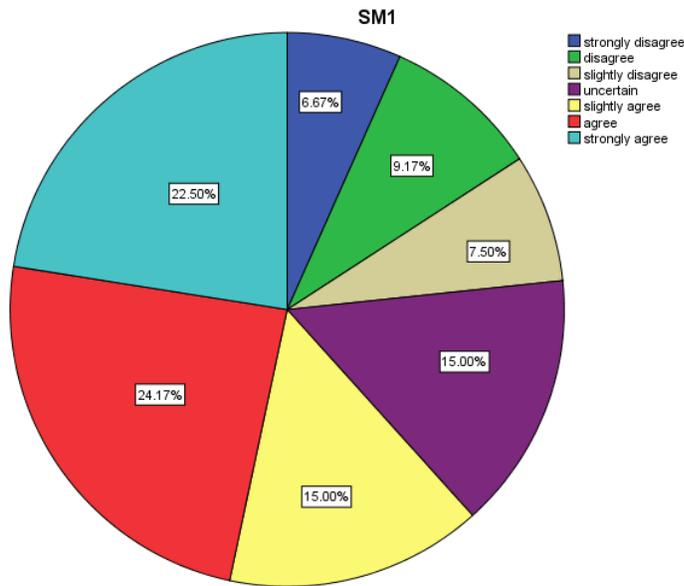


Figure 23.

For the above question which was asked about role of social media for choosing Samsung phone, 22.5% of respondents strongly agree, 24.17% agree and 15% slightly agree. Besides, 15% of respondents uncertain, 7.5% slightly disagree , 5.67% strongly disagree and 9.17% disagree.

Question 23: Samsung mobile is very popular between my friends and families in social networking sites

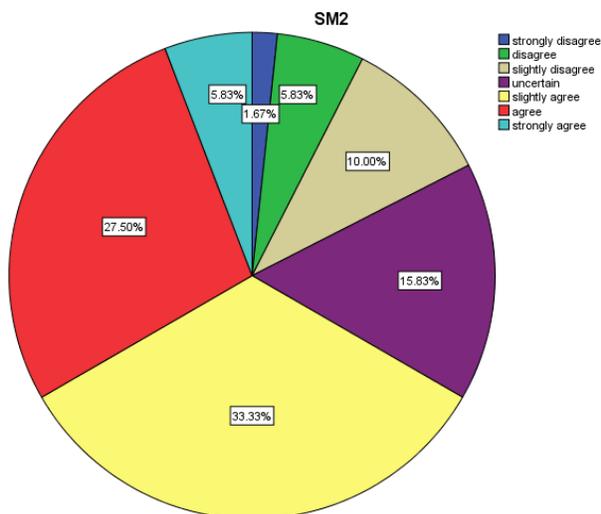


Figure 24.

For this question, a majority of respondents agree (5.83% strongly agreed, 27.5% agreed, 33.33% slightly agreed) that Samsung is popular in social networking sites. Despite 15.83% uncertain, while 10% slightly disagree, 5.83% disagree and 1.67% strongly disagree with the above statement.

Question 24: The content on the Samsung mobiles page group, websites are up to date and attractive

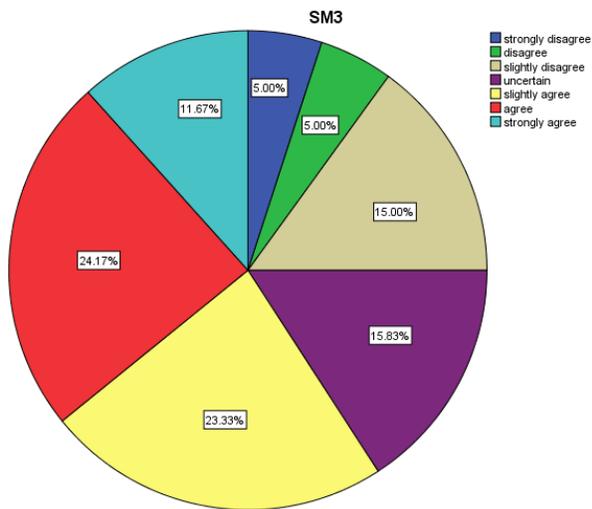


Figure 25.

As shown in figure 11.67% of the respondents strongly agree, 24.17% agree and 23.33% slightly agree with the above statement. On the other hand, 18.83% of the respondents remain uncertain while 15% slightly disagree, 5% disagree and 5% strongly disagree with the statement above.

5. Result and analysis

A regression analysis is performed to identify factors that influence brand loyalty of Samsung phone. Before running regression, data clearing and statistical test were performed in SPSS. First, the normality test and after that linearity, reliability and validity are carried. They collect data are passed through these tests. The regression analysis is performed by mean value of each independent variables as well as the dependent variable. The mean value was calculated by dividing the number of questions in each variable that are brand loyalty, perceive brand quality, customer satisfaction, brand quality and social media marketing.

5.1 Normal distribution

Normality test estimates if the sample data determines if the sample population has been distributed from normally distributed population or not. It is the statistical and graphical method that tests if the sample data are normally distributed or not(Paul,2003). Meyers(2006) states If the plotted data forms a straight diagonal line in the plots, it is said to be normally distributed sample data. To check for normality, Skewnes's, Kurtosis, and Shapiro-Wilk test is done. The Skewnes's should range between 1 to -1 and Kurtosis range between 3 to -3 to meet the criteria of normality(Paul,2006). Also, the significant value(p) should be less than 0.5 for normal distribution(Hinton, P. R., McMurray, I., & Brownlow, C.,2014).

The data for the Samsung brand meet the criteria for the assumptions of normality. The Skeweness and Kurtosis. Also, the Shapiro-Wilk test indicates the sample data is normally distributed since ($p < 0.05$).

5.2 Multicollinearity

The multicollinearity test is performed to find whether two or more independent predictors are highly correlated to each other or not (Hinton, Murray, & Brownlow,2014). As a general rule of thumb, the predictor value can be correlated with each other as 0.8 or else the problem of multicollinearity occurs(Hinton,2014).

Collinearity Statistics Tolerance value is used to check for any collinearity in our data sample. As a rule of thumb, a tolerance value below .1 indicates a serious problem of multicollinearity(Hinton, 2014). From table 7 below, we can see that the tolerance value of all the predictors are greater than 1. So, the problem of multicollinearity does not exist in Samsung brand model.

The reliability of the questionnaire is measured by Cronbatch's alpha. The alpha value that is greater than 0.75 is regarded as sensible and reliable(Hinton,2014).

The Cronbatch's alpha value of Samsung brand is .899 and satisfies the assumption of reliability.

Table 4: Cronbatch's alpha value

Reliability Statistics

Cronbach's Alpha	N of Items
.899	6

5.3 Summary of regression output

Table 2, below shows the regression model for the Samsung brand from SPSS.

Table 5

Model Summary of Samsung brand

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.879 ^a	.773	.756	.784	.773	47.204	8	111	.000

a. Predictors: (Constant), media, Gender, Age, Education, experience, satisfaction, quality, image

The R square value in the model summary of the Samsung brand shows the amount of variance in the dependent variable that can be explained by the independent variables. For Samsung brand, the independent variables (brand loyalty) together, gather for 77.3 percent of the variance in the brand loyalty of Samsung phones. Also, a 22.7 percent change of dependent variables on Samsung brand is explained by other variables that has not been listed in the regression model.

The R value (.879) is the multiple correlation coefficient between all the entered independent and independent variables. R value measures the strength of the independent variables all together associated with the dependent variable (brand loyalty).

5.4 ANOVA output

ANOVA results in the variations in the dependent variable that is explained by the regression and evaluates the general validity of the multiple regression Paul(2006).The ANOVA table is produced below which test the significance of the regression model.

Table 6: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	232.236	8	29.029	47.204	.000 ^b
	Residual	68.262	111	.615		
	Total	300.498	119			

a. Dependent Variable: loyalty

b. Predictors: (Constant), media, Gender, Age, Education, experience, satisfaction, quality, image

We can see in table 6 that sig. (p value)=0.000. As $p < .05$, our predictors are significantly better than would be expected by chance. The regression line predicted by the independent variables explains a significant amount of the variation in the independent variable. It can be normally reported in a similar way to other ANOVAs: $F(8,111) = 47.204; p < .05$.

5.5 Model Parameters

The next part of our analysis Table7, is the Coefficients table which shows the variables are individually significant predictors of the dependent variable(brand loyalty). The multiple

regression takes the form of equations that has a coefficient(b) of every predictor in the model (Andy Field, 2009). The b value indicates the relationship between brand loyalty and all the predictor. These coefficients determine whether the relationship is positive or negative. The beta value indicates the average amount by which dependent increases when the independent variable increases by one standard deviation when all other independent variables are held constant(Hinton, 2014).

Table7: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.502	.452		-1.111	.269		
	Gender	.043	.158	.013	.276	.783	.873	1.145
	Age	-.040	.090	-.021	-.447	.656	.902	1.108
	Education	-.064	.070	-.046	-.913	.363	.820	1.219
	quality	.081	.109	.064	.737	.462	.271	3.690
	satisfaction	.579	.090	.525	6.437	.000	.308	3.251
	experience	.505	.079	.447	6.383	.000	.418	2.392
	image	-.091	.101	-.079	-.902	.369	.265	3.769
	media	.016	.054	.016	.303	.762	.750	1.334

a. Dependent Variable: loyalty

The Unstandardized Coefficients B column gives the coefficients of the independent variable in the regression equation of the model is

$$\text{model : BL} = -.502 + .579S + .505E$$

where, BL= brand loyalty, S = satisfaction, E= experience

The Standardized Beta Coefficient column informs us of the contribution than an individual variable makes in the model. The Beta weight is the average amount the brand loyalty increases

by one standard deviation in all other predictors that are held constant. These are standardized to compare them.

5.5.1 Hypotheses Test

The regression coefficient β , t test and significance level values are performed to test the hypothesis. The variables are statistically significant ($p < .05$). This helps us to see the significant predictor.

Control effect

Table 7 provides the coefficients (β), t value and the level of significance (p). The control variables gender ($p = .783$), age ($p = .656$) and education ($p = .363$) are found to be not significant in this model since the p value is greater than .05.

H1: Perceived brand quality has positive influence in determining the brand loyalty.

The result of the regression analysis from table 7 showed that perceived brand quality is not statically significant to determine the brand loyalty of a Samsung phone. ($\beta = .81$, $t = .737$, $p > .05$). Thus, H1 was not supported in this model.

H2: The customer satisfaction positively influences the brand loyalty of Samsung phones.

The result shows a significant relationship between the customer satisfaction and brand loyalty brand loyalty of a Samsung phones. ($\beta = .579$, $t = 6.437$, $p < .05$). Thus, H2 was supported.

H3: The brand experience of the customers positively affects brand loyal customers to buy a Samsung mobile phone.

The result of the regression analysis that brand experience is statically significant to determine the brand loyalty of Samsung phone. ($\beta = .505$, $t = 6.383$, $p < .05$). Thus, H3 was supported in this model.

H4: Brand image has the positive influence in determining the brand loyalty of Samsung phones.

The result of the regression analysis from table 7 showed that brand image is not statically significant to determine the brand loyalty of a Samsung phone. ($\beta = -.91$, $t=.101$, $p>.05$). Thus, H4 was not supported in this model.

H5: Social media marketing has a positive influence towards the brand loyalty of Samsung mobile.

The results have failed to show a significant relationship between social media marketing and brand loyalty of Samsung phones. ($\beta = .16$, $t=.16$, $p. >.05$). Thus, H5 was rejected.

From the observation of table 7, we can see satisfaction($p<.05$) and experience($p<.05$) are found be significant predictors. The other remaining predictors are not found to be significant since their p value are greater than .05. The p value is greater than the minimum level(.05) in these predictors(gender $p=.783$, age $p= .656$, education $p= .363$, quality $p= .462$, image $p= .369$, media $p= .762$).

The Unstandardized Coefficient Std. Error column provides an estimate of the variability of the coefficient(Hinton,2014).

Customer satisfaction ($b=.579$): The coefficient of customer satisfaction indicates that brand loyalty increases by .579 unit, if the customer satisfaction has increased by 1 unit for the Samsung mobile brand. The implication is only true if another independent variable, i.e. brand experience is constant.

Brand experience ($b=.505$): The coefficient of brand experience indicates that the brand loyalty increases by .505 unit, if the brand experience is increased by 1 unit for Samsung mobile brand. The implication is only true if another independent variable, i.e. customer satisfaction is constant.

6. Discussion

From the regression analysis, we found out that customer satisfaction and brand experience are significant and determining brand loyalty. Other independent variables i.e. perceive brand quality, brand image, social media marketing and the control variable age, gender, and education do not have significant influence to determine brand loyalty for Samsung phones. Customer satisfaction and brand experience are the two independent variables that influence the brand loyalty for Samsung brand.

Customer satisfaction and brand experience is the factor that determines the brand loyalty for Samsung brand which is confirmed by the regression analysis. The loyalty to the brand and positive attitude is determined by the satisfied customers. Moreover, it enforces the loyal customer for repurchase of product again and again (Youl & John, 2010). The satisfied customer repurchase the product for the next time as well and may turn into loyal customers. These matches with the result of our analysis.

Shukla(2004) argues satisfaction is based on an individual customer measure other than objective standard. So, the brand performance rating in Samsung mobile is subjective.

(Chi and Qu, 2008; Faullant et al., 2008) states that the brand loyalty of the customer increase with the increase in customer satisfaction and enforces the repurchasing behavior. So, these arguments can be justifiable goes with the Samsung brand.

Kotler & Armstrong (2010) states customer satisfaction as the extent to which a product's perceived performance matches a buyer's expectations. It seems that the performance of the Samsung mobile has been able to meet the expectations of their users.

The performance of the product or service is highly influenced by the expectation of customer (Churchill Jr, G. A,1982). The performance of the brand depends upon the features and attributes that the customer expects. Samsung brand users are highly satisfied with the style, looks, software, hardware and other functions of the phone. This means the customer are satisfied with the overall performance of the phone. The customers that are satisfied with the brand has more possibility to stick with the same brand rather than to change the brand in future.

Brand experience is another most determining factor that influences the brand loyalty for Samsung phones. The regression analysis shows that brand experience is a determining factor in the Nepalese market for determining brand loyalty. It is found that the Nepalese market for the Samsung group has a similar pattern as referred by the theory part. Brakus et al.(2009) explains the brand experience reinforces positive feelings and sentiments of their customers towards the brand, so it is considered to be valuable driving factor for brand loyalty. These theory go with our result and analysis. The regression analysis provides sufficient evidence that there is a positive feeling towards the Samsung brand in the Nepalese market. The consumer experience is generated from the interaction of consumer between tangible or intangible brand that arises as consumer responses after consuming a brand (Brakus et al, 2009). The customer experience is generated after the consumption of the Samsung brand. Brand experience is subjective, internal consumer responses (sensations, feelings, cognitions and behavioral responses) evoked by brand related stimuli that are part of a brand's design and identity, packaging, communications, and environments (Brakus et al., 2009). The Samsung brand experience is subjective and internal consumer response like sensations, feelings, cognitions and behavioral responses that are driven by the design, identity, packaging, communication and environment.

A customer having strong and positive brand experience will be reminded by the customer and it may result in repurchase of the brand(Houch and Deighton,1989). The positive brand experience of the Samsung users will remember this brand for a long time and may repurchase the brand again because of the pleasant brand experience. The organization`s core beliefs, attributes and ethos which are the intangible brand related stimulus factor also influence the brand experience(Goodson,2011). The customer has a pleasant experience of the brand also because of the Samsung's customer friendly core beliefs, ethos, technological advancement and innovation characteristics. The consumers having a positive brand using experience acknowledge the brand and supplier and these positive factors may lead to the re consumption of the same brand(Goodson, 2011).The customers having a positive experience towards Samsung are likely to reuse again the same brand of phone. The importance of brand experience is that it not only increase the willingness to consume the brand again, but also influence the willing, to try for its brand line extensions(Kim& Sullivan,1998). The pleasant experience of customers not only leads the repurchase of the Samsung phones, but also reinforces the sales in another product line of Samsung like television, refrigerator, computer etc.

The past studies in brand loyalty have been carried in a business environment where the business has reached its maturity and stability. There are limited studies done in the past about the factors leading towards brand loyalty in a mobile phone. The thesis contributes by utilizing the available knowledge on brand loyalty in relation to Samsung phone. It can come fruitful in understanding consumer behavior in changeable environment. The market is considered to be unstable and short time frame. The product life cycle is shorter and new entrants can enter into fierce competition. The thesis can also be useful to the company leaders and managers to understand the changes in the business environment driven by the rapid technological forces. It can be beneficial to organizations to maintain the loyal customers and reinforce the sales again in near future.

7. Conclusion, limitations and future research direction

In the conclusion, the smart phone has become a means of necessity in the modern world. The use of smart phone has not only been limited to communicate with friends, families, business personals but has a multi-purpose feature which includes data storage, camera, multimedia and others. There has been high demand for smart phones technological advancement and modification in the phones whenever they are introduced. Samsung mobile are one of the leading sellers in Smartphone industries, but the competition is always tuff with other brands. Most the Samsung mobile users is the young and middle age grouped people. They prefer phones with technological advancement and prestigious phone that comes under economic cost.

The mobile phone industry is a quick changing industry with a dynamic market for cell phones. A large number of the population has changeable consumer behavior because of the rapid

technological changes and short life cycle of mobile phones. So, understanding the importance of brand loyalty would be one of the key factors of success for the companies in near future.

There is some limitation in almost every study, so we have to compromise before considering any kinds of generalization. The sampling design we have followed is no probability and we need to consider the sample size before making any kinds of generalization. This means it will be inappropriate to form a generalization beyond the same sample group. Also, the quantitative methods were used to carry this study, however, the author can use both quantitative and qualitative methods of study in near future.

In future research, it would be appropriate to include number of respondents and increase the sample size. Also, the majority of the population was educated people used in this sample size, but there may exist large number of uneducated people as well. So, the future researcher can consider these factors. In this study, we used only five variables to predict factor influencing brand loyalty for Samsung phones. However, there are other variables like switching cost, attractiveness of product, customer product involvement and others. So, these other variables may also affect to determine brand loyalty.

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Appendix

Reflective Notes

The thesis was carried in the purpose of finding the factors that determine the brand loyalty of Samsung mobile in Nepal. There has been rapid demand of Smart phone all over the world. Also, there has been tuff competition between phones companies to sell their brands in the market. However, few companies has only been able to achieve their goals and target. It has been challenging for all companies to provide technological updates and progress in the system within the economic range for customers. Samsung mobile is one of the company that has successfully providing quality smart phones at a competitive price. Presently, Samsung mobile is the market leader in Nepal and worldwide. It has been manufacturing smart phones from all the level of consumers from the economic level to expensive ones. Similarly, the customers for Samsung phone in Nepal are ranging from economic range to higher class of standard.

Brand loyalty is important subject of study in the modern business. A brand loyal customers not only repurchase the phone but also recommends to others. There is high possibility for the companies to be successful if they have high number of brand loyal customers. In this study, we found out that customer satisfaction and consumer experience leads to the brand loyalty of the Samsung phone in Nepal. The customer satisfaction means the overall satisfaction as they get from the phone according to its price. And the pleasant experience that is generated after using the phone also significantly determines the brand loyalty of the Samsung phone. However, there are other different factors that affects the loyalty of customers. The context may differ from one country to another , range of population, culture, economic ,social and technological factors. One of them can be considered as economic factor. As we know that the spending limit of the people is according to how much they can earn. May be, every one wishes to buy expensive and advance phone but may not have economic capability. In reality, there are other different factors

Samsung products are reliable

1 2 3 4 5 6 7

Strongly disagree Strongly agree

Samsung offers products with excellent features

1 2 3 4 5 6 7

Strongly disagree Strongly agree

Samsung offers phones with good quality.

1 2 3 4 5 6 7

Strongly disagree Strongly agree

My expectation regarding Samsung performance is high

1 2 3 4 5 6 7

Strongly disagree Strongly agree

I am satisfied using Samsung mobile experiences

1 2 3 4 5 6 7

Strongly disagree Strongly agree

Overall Samsung meets my need and I am satisfied

1 2 3 4 5 6 7

Strongly disagree Strongly agree

I am satisfied with the hardware and operational functionality of Samsung phones

1 2 3 4 5 6 7

Strongly Disagree Strongly agree

I am satisfied with the service provision of Samsung mobiles

1 2 3 4 5 6 7

Strongly disagree Strongly agree

I think Samsung phones are fashionable and elegant.

1 2 3 4 5 6 7

Strongly disagree strongly agree

I think Samsung mobile is well known and prestigious

1 2 3 4 5 6 7

Strongly disagree Strongly agree

I think Samsung phone has a reputation for high quality

1 2 3 4 5 6 7

Strongly disagree Strongly agree

I think Samsung is one of the top brands among Smartphone

1 2 3 4 5 6 7

Strongly disagree Strongly agree

Using Samsung creates positive feelings and sentiments

1 2 3 4 5 6 7

Strongly disagree Strongly agree

I find Samsung phones interesting in a sensory way

1 2 3 4 5 6 7

Strongly disagree Strongly agree

I feel Samsung phones go with my way of life

1 2 3 4 5 6 7

Strongly disagree Strongly agree

Because of Samsung phones, I feel I am part of a smart community

1 2 3 4 5 6 7

Strongly agree

I have favorable attitudes towards Samsung mobiles.

1 2 3 4 5 6 7

Strongly disagree Strongly agree

I recommend Samsung phone towards my friends and family.

1 2 3 4 5 6 7

Strongly disagree Strongly agree

Samsung is my first choice among smart phone.

1 2 3 4 5 6 7

Strongly disagree Strongly agree

I consider loyal towards Samsung mobile.

1 2 3 4 5 6 7

Strongly disagree Strongly agree

I believe social media plays important role in choosing a brand of smart phone.

1 2 3 4 5 6 7

Strongly agree strongly agree

Samsung mobile is very popular between my friends and families in Facebook , whose suggestion and feedback makes me loyal towards it.

1 2 3 4 5 6 7



The content on the Samsung mobiles are up to date and attractive .

1 2 3 4 5 6 7

1. Age

.....

2. Gender

- Male
- Female

3. What is the highest level of education that you have completed?

- completed high school
- diploma/higher secondary education
- bachelor /graduation
- master degree completed
- advance level