

TO STUDY EFFECT OF CONSUMER BRAND LOYALTY WITH SPECIAL REFERENCE TO LAPTOPS

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INTRODUCTION

Brand loyalty is a critical factor for companies operating in a competitive market because it directly affects customer retention and long-term profitability. In the context of electronic products such as laptops, manufacturers and marketers need to understand the determinants of brand loyalty. With its rapidly growing technology market, offers a unique and dynamic environment to study laptop brand loyalty. The objective of this study is to examine the various factors influencing brand loyalty among electronic product users with a special focus on laptops. Examining the keys to brand loyalty such as product quality, brand image, customer satisfaction, value for money and after-sales service, this study aims to provide valuable insights into the factors that influence brand preferences and choices of laptops. Understanding these factors allows laptop manufacturers to develop effective marketing strategies and build strong brand relationships with target customers, ultimately increasing customer loyalty and market share.

OBJECTIVES

- To identify the most important factor driving brand loyalty among laptops.
- To analyze brand loyalty levels of various laptop brands operating in the market.
- To investigate the impact of demographic factors (such as age, gender, income, education) on brand loyalty.
- To study the brand loyalty of laptops.

SCOPE

- Investigate how different demographic factors such as age, gender, income, occupation influence consumer brand loyalty with special reference to laptops. Analyzing these demographics can provide insights into the target market
- Brand loyalty is key for businesses as it directly affects customer retention, market share and profitability. In the highly competitive and rapidly growing Indian market, identifying the determinants of brand loyalty among laptop users can provide valuable insights for companies to develop effective marketing strategies, improve customer satisfaction, and strengthen brand presence.

NEED

- The purpose of this study is to address several critical research gaps in the existing literature on brand loyalty among laptop users. Although brand loyalty has been widely studied across various industries, there is a significant lack of research focused on the Indian market. By examining this unique context, the study aims to provide valuable insights into the determinants of brand loyalty in the laptop market.
- Explore the effect of brand image and reputation on brand loyalty. Rate laptop brands based on reliability, dependability, innovation and customer service. Understanding these drivers of brand loyalty can guide companies in building a strong brand identity and reputation.

REVIEW OF LITERATURE

Gupta, M. and Verma, P. (2019). Brand Loyalty in the Laptop Market: A Survey of Indian Consumers. *International Journal of Management Studies*, 6 (1), 162-173. This study investigated the determinants of brand loyalty among laptop consumers. The results showed that brand image, perceived quality, customer satisfaction, brand trust and emotional attachment significantly influenced brand loyalty.

Kumar, S. and Verma, P. (2019). Determinants of Brand Loyalty in the Laptop Market: An Empirical Study. *The Marketing Review*, 19(3), 309-329. This study investigated the factors affecting brand loyalty in the Indian laptop market. The study identified product quality, brand image, customer satisfaction, brand trust, perceived value, and brand loyalty programs as important factors in brand loyalty.

Singh, A. and Mittal, P. (2019). Determinants of Brand Loyalty: A Study of Laptop Users in Punjab. International Journal of Advanced Research in Management and Social Sciences, 8(6), 265-277. The study investigated the determinants of brand loyalty among laptop users in Punjab. The study highlighted product quality, brand image, customer satisfaction, brand trust and perceived value as key drivers of brand loyalty.

Singh, P. and Arora, N. (2022). Factors Influencing Brand Loyalty: A Study of Laptop Users in Haryana. International Journal of Research and Analytical Reviews, 9 (2), 234244. The study focused on factors influencing brand loyalty among laptop users in Haryana. The results showed that product quality, brand image, customer satisfaction, brand trust, perceived value and emotional attachment were important determinants of brand loyalty.

Sharma, A. and Gupta, S. (2022). Determinants of Brand Loyalty: An Empirical Study of Laptop Users in Rajasthan. Management Trends, 19(2), 103-114. This study investigated the determinants of brand loyalty among laptop users in Rajasthan. The study highlighted factors such as product quality, brand image, customer satisfaction, brand trust, perceived value and brand loyalty programs as important determinants of brand loyalty.

HYPOTHESIS

- H0: There is no significant difference between the gender and the factors considered for laptop users
- H1: There is a significant difference between the gender and the factors considered for laptop users

T-TEST

Group Statistics					
				Std. Deviation	Std. Mean Error
Total	gender male	N 60	Mean 99.17	20.476	2.643
	female	69	103.32	18.353	2.209

Independent Samples Test										
		Levine's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
total	Equal variances assumed	1.427	.234	-1.214	127	.227	-4.152	3.419	-10.918	2.613

	Equil not			-	119.5	.231	-4.152	3.445	-	2.669
	variances			1.205	90				10.974	
	assumed									

DATA INTERPRETATION:

The p-value is 0.227 which is lesser than the alpha value, hence alternate hypothesis (H_1) is accepted.

H_a There is a significant difference between the gender and the factors considered for laptop users.

FINDINGS

- It is found that the majority of respondents, 130 out of 200 (8.5%) disagree with the statement and 15 out of 200 respondents (11.5%) disagree with the statement, 25 out of 200 respondents (19.2%) are neutral about the statement. . an argument 43 respondents out of 200 (33.1%) agree with the statement, 36 respondents out of 200 (27.7%) completely agree with the statement.
- It is found that the majority of respondents, 130 out of 200 (10.8%), strongly disagree the statement, and 13 out of 200 (10%), disagree the statement, 32 respondents out of 200 (24.6%) neutral the statement, 30 respondents out of 200 (23.1%) agree the statement, 41 respondents out of 200 (31.5%) strongly agree with the statement.
- It is found that the majority of respondents, 130 out of 200 (3.8%), strongly disagree the statement, and 12 out of 200 (9.2%), disagree the statement, 41 respondents out of 200 (31.5%) neutral the statement, 40 respondents out of 200 (31.5%) agree the statement, 32 respondents out of 200 (24.6%) strongly agree with the statement
- It is found that the majority of respondents, 130 out of 200 (12.3%), strongly disagree the statement, and 49 out of 200 (37.7%), disagree the statement, 43 respondents out of 200 (33.1%) neutral the statement, 18 respondents out of 200 (13.8%) agree the statement, 4 respondents out of 200 (3.1%) strongly agree with the statement.
- It is found that the majority of respondents, 130 out of 200 (11.5%), strongly disagree the statement, and 14 out of 200 (10.8%), disagree the statement, 42 respondents out of 200 (32.3%) neutral the statement, 43 respondents out of 200 (33.1%) agree the statement, 16 respondents out of 200 (12.3%) strongly agree with the statement.
- It is found that the majority of respondents, 130 out of 200 (6.2%), strongly disagree the statement, and 21 out of 200 (16.2%), disagree the statement, 33 respondents out of 200 (25.4%) neutral the statement, 37 respondents out of 200 (28.5%) agree the statement, 31 respondents out of 200 (23.8%) strongly agree with the statement.

SUGGESTION

- Engage laptop users of different brands and models to get a broader picture of brand loyalty. It allows comparing the determinants of brand loyalty between different brands and provides a more comprehensive overview of the factors influencing loyalty.

CONCLUSION

- Overall, understanding and leveraging these factors – product quality, brand image, customer service, value for money, product features and innovation, brand trust and effective marketing can help laptop brands build and maintain long-term customer loyalty. ultimately gain a competitive advantage in the market.

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