CUSTOMER'S EMOTIONAL LOYALTY AND BRAND PERCEPTION

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ABSTRACT

This study, for the first time, aims to integrate brand attachment as an antecedent of brand love and both, affective commitment and brand trust as mediators between brand love and loyalty. It is also the first time that differences between male and female consumers ' perceptions on this topic have been compared in literature. It is a general phenomenon that buyers in same market seek products for broadly same function, but different buyers have different evaluation criteria about what constitute the right choice of performing the function. As a consequence different offering will attract different buyers.

Marketing strategy determines the choice of target market segments, positioning, marketing mix, and allocation of resources. It is most effective when it is an integral component of overall firm strategy, defining how the organization will successfully engage customers, prospects and competitors in the market arena. As the customer constitutes the source of a company's revenue marketing strategy is closely linked with sales. A key component of marketing strategy is often to keep marketing in line with a company's overarching mission statement.

Keywords: consumers ' perceptions, Marketing strategy, brand love, brand attachment   loyalty intentions.

1. INTRODUCTION

Branding

The American Marketing Association defines a brand as "A name, term, sign, symbol or design or a combination of them, intended to identify the goods and services of one seller or group and to differentiate them to those for competitors". A brand is thus a product or service that's adds a Dimension that differentiates it in some way from other products or services designed to satisfy the same need. These differences may be functional, rational, or tangible- relate to product performance of the brand.

Branding has been around for centuries as a means to distinguish the goods of one producer to those of another. The earliest signs of branding can be traced to Europe where the medieval guilds required that craftsmen put trademarks on their product to protect themselves and producer against inferior quality substitutes. Also in fine arts branding began with artists signing their works. Brands today play a number of important roles that improve the consumer's lives and enhance the financial value of firms.

Brand Identity:

Brand Identity includes brand names, logos, positioning, brand associations, and brand personality, brand toons etc. A good brand name gives a good first impression and evokes positive associations with the brand. A positioning statement tells what business the company is in, what benefits it provides and why it is better than the completion? Brand personality adds emotion, culture and myth to brand identity by the use of a famous spokesperson (Bill Cosby-Jello), a character (Pink Panther), an animal (the Merrill lynch bull) etc.

Brand associations are the attributes that costumer thinks of when they hear or see the brand name. McDonalds television are a series of one brand association after another, starting in yellow arches in the low right corner of the screen and following with associations of Big Mac, Ronald MacDonald, kids, happy meal, food quality etc. The first step in creating a brand for your company is branding workshop.

The purpose of branding is to create a powerful and lasting emotional connection with customers and other audiences. A brand is a set of elements or "brand assets" that in combination create a unique, memorable, unmistakable, and valuable relationship between an organization and its customers. The brand is carried by a set of compelling visual, written and vocal tools to represent the business plan and intentions of an organization.

Branding is the voice and image that represents your business plan to the outside world. What your company, products and services stand for should all be captured in your branding strategy, and represented consistently throughout all your brand assets and in your daily marketing activities.

2. REVIEW OF LITERATURE

ARTICLE: 1

TITLE: Rational And Emotional Factors Of Customer Satisfaction And Brand Loyalty On J. AND KHAADI

Author: Hafiz Abdul Basit

Source : Mediterranean Journal of Social Sciences (ISSN 2039-2117)

How to Reach customer satisfaction and brand loyalty in a business it's a difficult and still need area for researchers and practitioners for research. As we know and we compared to consumer branding may be a terribly short identified concerning the success parts of branding, and additionally a way to satisfy the consumers of {products} and the way they get the products either rationally or showing emotion. Thus our analysis paper aims to look at the success factors of stigmatization and rational or emotional factors and their performance impact of client satisfaction and complete loyalty. The rational brand quality consists of product quality, service quality, and distribution quality whereas consistent advertising vogue, whole image, country-of-manufacture image and sale Person's temperament, habit, price-perception, and whole perspective area unit dimensions of emotional whole associations.

ARTICLE: 2

TITLE: Emotional branding enables companies to shape the way customers perceive their brand

Author: Martin Spindler

Source: Hamburg Business School, University of Hamburg;

The technique which is adopt for sampling is convenience sampling technique, Data was collected through the customers, mostly those customers who are the brand conscious to distributing questionnaire and also use social media for data gathering, and also experts of the manufacturing firms working in Pakistan as well as from the professional graduating scholars. To examine more accuracy in the research it is highly preferred. Time is one of the limitations. And research will be conduct in Karachi. The statistical technique confirmatory factor analysis (CFA) was use to check the validity and reliability of the instruments. For the purpose of testing the hypotheses, and has use structural regression modeling (SRM), t-tests, ANOVA. For data coding, of CFA and SRM techniques the research has used Ms. Excel, SPPSS and AMOS software's. The research is highly preferred especially for the marketers and salespersons. This analysis had been conducted on two completely different SMCGs J.J & KHAADI. Because of the continuing commoditization, the product factory-made by firms and even their service and distribution efforts area unit subject to an increasing uniformity inside world competition.

ARTICLE: 3

TITLE: The Role of Emotional Branding in Creating Customer Loyalty and Advocacy

Author: Rami Ali

Source: BRSS VOL 3 NO 4 ISSN: 2687- 2285

Emotional branding encompasses various strategies aimed at evoking positive emotions and resonating with customers on a deeper level. By leveraging emotions such as joy, nostalgia, trust, or empathy, brands can differentiate themselves from competitors and create a memorable experience for customers. When customers develop an emotional connection with a brand, they are more likely to remain loyal and advocate for it.

RESEARCH GAP:

The continuing commoditization, the product factory-made by firms and even their service and distribution efforts area unit subject to an increasing uniformity inside world competition.

OBJECTIVES:

- ❖ An attempt has been made to analyze the customers' brand perception of different paint manufacturing companies with special reference to Asian Paints Ltd.
- ❖ To judge the perception level of the prospect customer
- ❖ To know how they are aware about the products of the company
- ❖ To judge in which way they have developed the perception
- ❖ To judge which promotional tool is effective to increase the perception level among the people,

3. RESEARCH METHODOLOGY

Need For The Study

Brand perception, as one of the fundamental dimensions of brand equity, is often considered to be a prerequisite of consumers' buying decision, as it represents the main factor for including a brand in the consideration set. Brand

perception can also influence consumers' perceived risk assessment and their confidence in the purchase decision, due to familiarity with the brand and its characteristics. On the other hand, brand perception can be depicted into at least two facets – unaided (brand recall) and aided (brand recognition) – each of the two facets having its more or less effective influence on buying decision and perceived risk assessment.

Today investors are facing a growing range of choice for online trading of stocks. They are making their choice on the basis of their perceptions of brand, quality service and value.

Scope Of The Study:

When most people think of customer loyalty programs, they think of the crumbled cardboard cards overflowing from their wallet. While a free beverage with your tenth purchase or a half-price haircut may drive some consumers to repeat purchases, this tried-and-tested method is losing its lustre, both to providers and to customers.

Methodology

- There are two types of data collection
- Primary data
- Secondary data

Primary Data:

Primary data is personally developed data and it gives latest information and offers much greater accuracy and reliability.

There are various sources for obtaining primary data i.e., Mail survey, personal interview,

Field survey, panel research and observation approach etc..

Secondary Data

Secondary sources considered:

- Websites
- Journals
- Annual Reports

Sampling Design:

A sample design is a finite plan for obtaining a sample from a given population. Simple random sampling is used for this study.

Sample Size:

Number of the sampling units selected from the population is called the size of the sample.

For this study, a sample of 200 respondents was interviewed from the customers of Asian Paints.

4. DATA ANALYSIS & INTERPRETATION

1. Age of the Respondent

| Table 1:	Respondent's Age		
S.No.	**Age**	**No. of Respondents**	**Percentage (%)**
1	<=30	32	16%
2	30-35	72	36%
3	35-40	88	44%
4	>40	8	4%
Total		**200**	**100%**
Source: Primary Data			
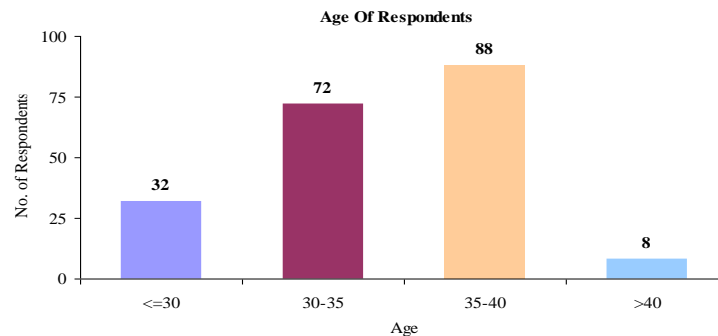
Figure 1: Respondent's Age

Source: Primary Data

Interpretation

The above graph illustrates that majority of the respondents i.e. people are in the age group of 35-40 years with 88 people. 32 respondents in the survey are less than or equal to 30; 72 persons are in the age between 30-35 years; and only 8 persons are aged about 40 years.

2. Customer Purchasing Pattern

Table 2:	Customer Purchasing Pattern		
S.No.	**Occupation**	**No. of Respondents**	**Percentage (%)**
1	Builders	80	40%
2	Contractors	40	20%
3	Engineer	72	36%
4	Others	8	4%
Total		**200**	**100%**
Source: Primary Data			
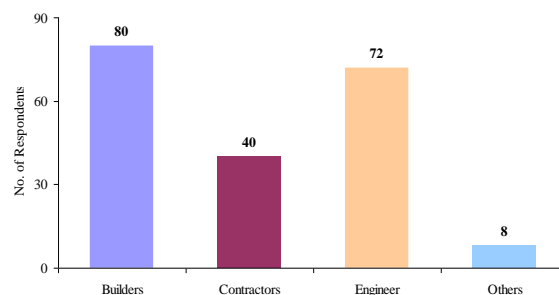
**Figure 2:** Customer Purchasing Pattern Source: Primary Data

Interpretation

The above graph shows that majority of the respondents (40%) are builders and 36% are engineers. 20% of the respondents are contractors. The study reveals that all the respondents are in the construction industry, so they are well capable of assessing the painting products offered in the market by different companies.

3. Asian Paints strives to understand customers needs

Table 3:	Asian Paints Strives To Understand Customers Needs		
S.No.	**Option**	**No. of Respondents**	**Percentage (%)**
1	Strongly Disagree	0	0%
2	Disagree	0	0%
3	Neither Disagree Nor Agree	8	4%

4	Agree	12	6%
5	Strongly Agree	180	90%
Total		**200**	**100%**
Source: Primary Data			
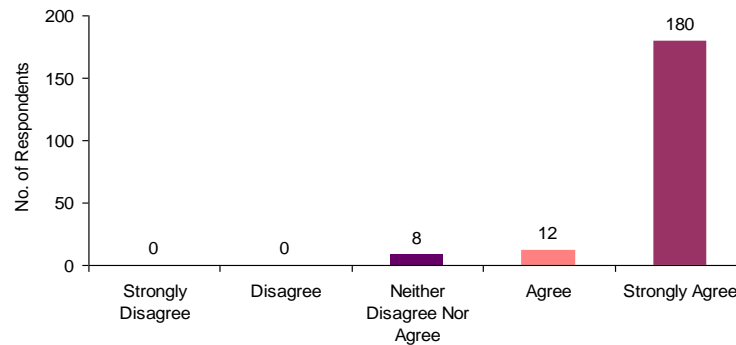
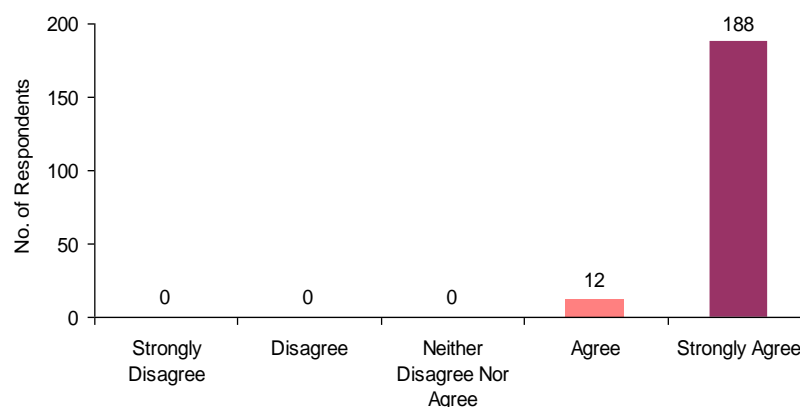**Figure 3:** Asian Paints Strives To Understand Customers Needs

Source: Primary Data

Interpretation

The above graph illustrates that majority of the respondents agreed that Asian Paints strives to understand customers needs. Of the total 200 respondents, 180 people strongly agreed, while 12 people agreed with this regard.

4. Asian Paints strives to meet its commitments to a customer

Table 4:	Asian Paints Strives To Meet Its Commitments To A Customer		
S.No.	**Option**	**No. of Respondents**	**Percentage (%)**
1	Strongly Disagree	0	0%
2	Disagree	0	0%
3	Neither Disagree Nor Agree	0	0%
4	Agree	12	6%
5	Strongly Agree	188	94%
Total		**200**	**100%**
Source: Primary Data			

**Figure 4:** Asian Paints Strives To Meet Its Commitments To A Customer

Source: Primary Data

Interpretation

The above graph illustrates that majority of the respondents agreed that Asian Paints strives to meet its commitments to a customer. Of the total 200 respondents, 188 people strongly agreed, while 12 people agreed with this regard.

6. Asian Paints communicates openly and honestly with a customer

Table 5:	Asian Paints Communicates Openly And Honestly With A Customer		
S.No.	**Option**	**No. of Respondents**	**Percentage (%)**
1	Strongly Disagree	20	10%
2	Disagree	104	52%
3	Neither Disagree Nor Agree	40	20%
4	Agree	32	16%
5	Strongly Agree	4	2%
Total		**200**	**100%**
Source: Primary Data			
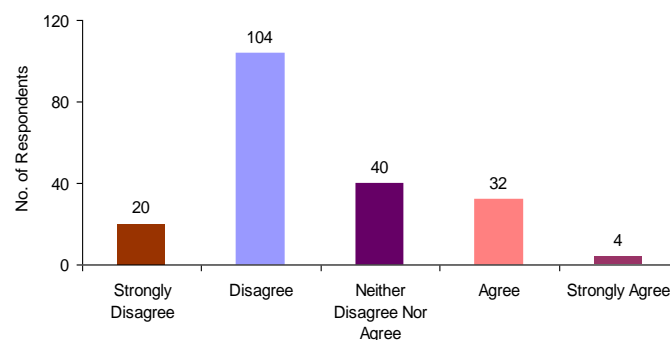
Figure 5: Asian Paints Communicates Openly And Honestly With A Customer

Source: Primary Data

Interpretation

The above graph illustrates that Asian Paints does not communicate openly and honestly with a customer. Of the total 200 respondents, 104 people disagreed, while 32 people agreed with this regard.

5. CONCLUSIONS

As it has been discussed, Today Paint Industry has a very high growth potential in market. Post liberalization, the industry has been growing at a rapid pace in terms of its assets under management.

However, due to the low key cu awareness, the inflow under the Asian Paints is yet to overtake the inflows in other paint company. Low profit, Market Creditability, supply of goods and low margin rates make a deadly for the customers for who paints market offer a route out of the impasse.

The investments in paints are not without risks because same forces such as frameworks, government policies, margin rate structures, performance of companies, etc. that rattles the other construction market as well as paint market too.

Brands are now a central feature of consumer marketing, they are important in building long-term relationships with the consumer, irrespective of the type of market. Their importance is now also being recognized in other markets, including service and industrial. Investing in a brand builds consumer confidence and loyalty and allows for brand stretching. It requires a consistent and long-term strategy.

If Asian Paints want to show their strong presence in Hyderabad market, they should have better creditability system, better supply of good, best financial transaction, high margin growth. These are some factor which helps to Asian paints in making leader of the Hyderabad market.

6. REFERENCES

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