



# Enhancing On Consumer Brand Loyalty Through Product Quality For Smart Phone

**Dr. N. Ramya, M.B.A., PGDRM., M.Com., Ph.D,**

Associate professor

Department of Commerce with Professional Accounting Dr. N.G.P. Arts and Science College, Coimbatore, India

**NARMATHA.G**

Student, III B.Com (PA) – A Department of Commerce with Professional Accounting Dr. N.G.P. Arts and Science College, Coimbatore, India

## 1. ABSTRACT:

In the highly competitive smartphone market, consumer brand loyalty is increasingly influenced by product quality. This study explores the relationship between product quality and brand loyalty, emphasizing the critical factors that drive consumer retention and satisfaction. High-quality smartphones, characterized by superior performance, durability, innovative features, and exceptional customer service, play a pivotal role in cultivating brand loyalty. By implementing rigorous quality control measures, engaging in continuous product innovation, and fostering transparent communication with consumers, smartphone manufacturers can enhance their brand image and strengthen consumer trust. Additionally, creating an ecosystem of interconnected devices and services, along with effective post-purchase support, further solidifies customer allegiance. This paper underscores the importance of prioritizing product quality as a foundational strategy for building enduring consumer relationships and sustaining competitive advantage in the dynamic smartphone industry.

## 2. KEYWORDS:

Consumer brand loyalty, product quality, customer satisfaction, durability, promotion, service quality.

## 3. INTRODUCTION:

The marketing environment has become a very competitive one as it is continued to evolve. Thus, it has become important for business to look for ways of gaining and sustaining for brand loyalty by building consumer trust. In essence brand loyalty has become the target of all organization. Organization have realized that when customers

are loyal to their brand it provides the organization with study form of income which in turn increase profit through brand loyalty exists when consumer have a high relative attitude towards the popular brand which can be exhibited through repurchase behavior the consumer purchase a product to fulfill his needs and has certain amount of expectations from the brand he buys when he is able to meet those received value from brand or expectation he develops a trust and satisfaction towards the brand which is called customer satisfaction.

This type of loyalty can be a great asset to the firm customer are willing to pay higher prices may cost less to the serve and bring in new customer to the firm customer satisfaction is a measure of how products and services supplied by a company meet or surpass customer expectation. Faris et al companies have begun to realize that it is easier and cost efficient to find ways to improve customer satisfaction and retain current customers instead of paying more attention to winning new customers.

The services system to customer is very much needed for a society today which is maximum service so that the economic sector is not significantly affected so that people continue to carry out activities and opportunity to find opportunities so that product quality becomes wider but on the contrary competition become smaller. This condition requires each bank to create a competitive advantage in its business to be able to compete sustainably with other bank in the same field.

#### **4. STATEMENT OF PROBLEM:**

Consumer brand loyalty is a crucial factor for business striving for long term success in competitive markets. Despite the growing importance of product quality in driving consumer brand loyalty in the smartphone sector there is a lack of comprehensive understanding regarding the specific dimensions of product quality that influence consumer behavior. Additionally, rapid technological advancements, shorter product life cycles, and intense competition pose challenges for smartphone manufacture in consistently delivering high-quality product that meet evolving consumer expectations. The emergence of new market entrants and the lots of choice further complicate the landscape, making it essential for smartphone brand to differentiate themselves based on product quality to foster lasting brand loyalty.

#### **5. OBJECTIVES:**

- To understand the relationship between brand loyalty and product quality.
- To understand the factors influence consumer purchase decision.

#### **6. METHODOLOGY:**

The Research design used in the study was descriptive research design. The present study is based on the secondary data. The data's were collected from books, journals and articles.

## 7. REVIEW OF LITERATURE:

**Asghar Afshar Jahanshahi, et.al., (2011)<sup>1</sup>**, They analyse the product, Service, loyalty, and satisfaction. The Main objective to find out the relation between four concepts of product and service quality, customer satisfaction and loyalty. It can be categorized as descriptive research based on the method of obtaining the considered data and is of correlative type (2008) and the survey is done on the basis of cross sectional method. The conclusion implies that better quality of products tends to increase customers through Loyalty.

**Abdul wahid bin. et.al., (2014)<sup>2</sup>**, Today's mobile phone market business are facing wide range of competitors who offer similar product to same customers. Brand play an important role in consumer decision process due to their presence in huge diversity of products. The transaction specific perspective indicates that customer satisfaction in the evaluation based on the recent purchase experience. It is confined to the mobile users who are working in the kota kinbalu area and the data for the test has been collected from the mobile phone users. It verifies that consumer satisfaction act as a mediator between perceived product quality and brand loyalty.

**Dr. Abul Kalam Azad. et.al., (2014)<sup>3</sup>**, It depicts about the loyalty toward a brand among various factors such as Quality, Price, Services, Response, etc... The main objective to find out how Loyalty is impacting the Sales growth, Revenue, Innovation, Growth of the Brand. The Loyalty of the customer towards the Brand can be defined by surveying various parameters such as Ratio of customer suggestions, Self Experiencing, Behaviour of the Service Provider, Word of mouth from Public, Response time etc. The conclusion is how Brand loyalty plays a vital role in Mobile Phone Sale Growth.

**Peter Halim, et.al., (2014)<sup>4</sup>**, This depicts about the loyalty towards a brand various factors such as Brand image, Quality on service of customer, Customer Trust. The objective to find Brand image, Customer Loyalty of Average and Alpha. It uses quantitative approach through approach of causality study. Samples were taken counted 200 customers sharp electronic products selected from accidental sampling. Quality of product, brand image, and quality of service have significant effect on consumer trust.

**Hafiz Muhammad Wasif Rasheed, et.al., (2017)<sup>5</sup>**, Here it explains that Brands are the key to sales increase in consumer markets. The brand communication and customer satisfaction put an effect on brand trust that ultimately lead to brand loyalty. The sample size of 150 is taken through convenient sampling method for Brand Loyalty, Customer Satisfaction, perceived Quality, Brand Communication. 180 mobile phones were distributed to the consumers in Bahawalpur city and survey was collected from it. It also approved that brand name and brand communication are the constructs of brand trust that ultimately lead to brand loyalty.

## 8. CONSUMER BRAND LOYALTY:

In daily life, there is an intentional or unintentional relationship with the brand. The brand experience is the specific experience and feelings of the individual consumers on the brand, which arises from the interaction between the brand and the consumer. The brand experience not only refers to the efforts made by the company in

the process of consumer consumption, but also includes the marketing efforts done before and after consumption. Through the unique logos, stories, activities, personalities and characteristics of the brand, the consumers experience the brand. The feeling brought. Because the market competition is very fierce, product differentiation is more difficult, and consumers choose to diversify, it is not enough for companies to provide perfect products. In the smart mobile phone market that is becoming saturated, the factors that ultimately affect consumers' purchases depend on consumers' feelings and experiences on brands.

Therefore, how to stand out among many brands and increase the purchase intention has become a major challenge in marketing strategy. In recent years, the market for smart phones has gradually become saturated.

## **9. FACTORS AFFECTING ON CONSUMER BRAND LOYALTY:**

### **➤ Brand Engagement and Communication:**

Through effective engagement initiatives, brands can connect with their audience on a deeper level, fostering meaningful relationships and building brand loyalty. By maintaining a multichannel presence and leveraging interactive content, brands create opportunities for consumers to actively participate and engage with the brand. Two-way communication channels enable brands to listen to consumer feedback, address concerns, and build trust through transparency and authenticity. Furthermore, storytelling allows brands to convey their values and mission in a compelling way, resonating with consumers emotionally.

Personalized communication tailored to individual preferences enhances relevance and strengthens the bond between the brand and its audience. Ultimately, by prioritizing consistent messaging and empowering brand advocates, brands can cultivate lasting loyalty and drive sustainable business growth.

### **➤ Price And Value For Money:**

When customers perceive a brand's offering as providing good value for the price, they are more likely to remain loyal. This loyalty stems from the belief that the brand delivers quality products or services at a fair cost, creating a positive association with the brand. Additionally, when consumers feel they are getting a good deal or receiving more than what they paid for, they are inclined to continue supporting the brand.

### **➤ Consumer Brand Loyalty Programs:**

These programs typically offer rewards, discounts, exclusive offers, or other perks to loyal customers who frequently engage with the brand. By participating in loyalty programs, consumers feel appreciated and are more likely to continue buying from the brand, leading to increased customer retention and higher lifetime value. Loyalty programs also provide valuable data and insights into customer behavior, enabling companies to personalize marketing efforts and enhance overall customer experience.

Examples of loyalty programs include point-based systems, tiered memberships, cash back rewards, and special events or promotions exclusively for members.



## 10. FUTURE TRENDS IN CONSUMER BRAND LOYALTY:

### ➤ **Personalization:**

Personalization is increasingly becoming a key driver of consumer brand loyalty. By tailoring products, services, and experiences to meet the individual needs and preferences of customers, brands can create deeper connections and foster long-term loyalty. Personalized loyalty programs, offers, and communications make customers feel valued and understood, enhancing their overall experience with the brand.

### ➤ **Digitalization:**

Digitalization has revolutionized consumer brand loyalty by providing brands with unprecedented opportunities to engage with customers on digital platforms. Through personalized experiences, seamless omni channel interactions, and data-driven insights, brands can build deeper connections and foster long-term loyalty.

Digital platforms enable brands to tailor loyalty programs and communications to individual preferences, making customers feel valued and understood.

### ➤ **Subscription Based Loyalty:**

Subscription-based loyalty programs represent an innovative approach to fostering consumer brand loyalty. Instead of traditional points-based systems or one-time incentives, subscription-based loyalty programs offer customers ongoing benefits and perks in exchange for regular payments. These programs often provide subscribers with exclusive access to products, services, or content, creating a sense of belonging and incentivizing continued engagement with the brand.

## 11. STRATEGIES FOR ENHANCING CONSUMER BRAND LOYALTY:

### ➤ **Create a Unique Value Proposition:**

Our unique value proposition lies in our unwavering dedication to personalized experiences, exceptional service, and meaningful engagement. With every interaction, we strive to exceed expectations and create memorable moments that resonate long after the purchase.

From exclusive rewards and customized offers to proactive support and community-building initiatives, we go above and beyond to ensure that every customer feels valued, understood, and appreciated.

### ➤ **Provide Consistent and Reliable:**

The importance of delivering a seamless and dependable experience to our customers every time they interact with us. From the quality of our products to the level of service we provide, we hold ourselves to the highest standards to ensure that our customers can always trust us to deliver on our promises.

Whether it's the reliability of our products, the consistency of our communication, or the dependability of our support, we strive to uphold a level of excellence that our customers can rely on.

## 12. CROSS CULTURAL PERSPECTIVES ON CONSUMER BRAND LOYALTY:

### ➤ **Cultural Values and Technology:**

Cultural values such as individualism, collectivism, and technological readiness influence consumers' adoption and usage of smartphones. Understanding cultural differences in technology acceptance and usage patterns is essential for designing effective mobile strategies that resonate with consumers from diverse cultural backgrounds.

### ➤ **User Experience and Interface Design:**

Cultural differences impact users' preferences for smartphone interfaces, navigation patterns, and design aesthetics. Brands must consider cultural usability principles and localization strategies to ensure that their mobile apps and websites are intuitive, accessible, and user-friendly for consumers from different cultural backgrounds.

## 13. IMPORTANCE OF PRODUCT QUALITY:

### ➤ **Customer satisfaction:**

Customer satisfaction is the satisfaction a customer feels after interacting with a company's products, services, or experiences. It is a crucial indicator of a company's success and is linked to factors like product quality, customer service, pricing, and brand experience.

Improving customer satisfaction can lead to increased profitability and business growth, as satisfied customers are more likely to become brand advocates. Prioritizing customer satisfaction helps build long-lasting relationships and establish a positive market reputation.

### ➤ **Brand Reputation:**

Brand reputation is a brand's collective perception in the eyes of consumers, stakeholders, and the public, encompassing trustworthiness, reliability, quality, customer service, social responsibility, and industry standing. A positive brand reputation is built through consistent high-quality products, ethical business practices, positive customer experiences, and effective communication.

### ➤ **Battery Mortality Issues:**

Early smartphone adopters may recall adjusting to the relatively short battery lives of smartphones compared to the last generation of mobile phones that smartphones replaced. The old and popular Nokia 3310 could sometimes survive on standby for a whole week without needing a charge. In response, companies such as Store Dot have joined the rush to develop superior batteries.

## 14. FACTORS INFLUENCING CONSUMER BRAND LOYALTY THROUGH PRODUCT QUALITY OF SMARTPHONE:

### ➤ **Brand Name:**

A brand is a unique and identifiable symbol, association, name or trademark which serves to differentiate competing products or services that represent an emotional hook to create a relationship between consumer and the product/service.

Brand name is the creation of an image or identity which attract the consumer to purchase the brand repeatedly and condense switching behaviors user perception toward brand loyalty of mobile phones. Related to price reduction or availability of other alternatives.

### ➤ **Price:**

In a narrow sense, price is the amount charged for a product or service. More broadly, price is the sum of all the values that customers give up in order to benefit from having or using a product or service. Simply put the term price can be interpreted as the amount of money and other aspects that contain certain utilities or uses needed to obtain a service, utility is an attribute or factor that has the amount of money needed to get number of combinations of products and services.

### ➤ **Customer Satisfaction:**

Customer satisfaction is the cornerstone of business success, representing the fulfillment of customer needs and expectations. It's the outcome of delivering superior products, exceptional service, and positive experiences.

When customers feel satisfied, they are more likely to remain loyal, make repeat purchases, and advocate for the brand. Moreover, satisfied customers can become brand ambassadors, spreading positive word-of-mouth and attracting new business.

### ➤ **Service Quality:**

Traditionally, service quality has been conceptualized as the difference between customer expectations regarding a service to be received and perceptions of the service being received. In some earlier studies, service quality has been referred to as the extent to which a service meets customers' needs or expectations. Service quality is a kind of personal selling that involves direct interactions between salespeople and potential buyers.

## 15. SUGGESTIONS:

➤ **Focus on Reliability and Durability:** Invest in research and development to create smartphones that are not only technologically advanced but also reliable and durable. Ensure that the devices can withstand daily use and last for an extended period without compromising performance.

➤ **Quality control:** Implement rigorous quality control measures throughout the manufacturing process to minimize defects and ensure consistency in product quality. Conduct thorough testing to identify and address any

potential issue before products reach the market.

➤ **Continuous innovation:** The competition by continuously innovating and incorporating cutting-edge technology into your smartphone. Offer features and functionalities that provide genuine value to consumer and improve their overall user experience.

➤ **Exclusive benefits for loyal customers:** Loyal customer with exclusive benefits, such as early access to new product special discount, or VIP customer service, cultivate a sense of belonging and appreciation among your loyal customer base.

## 16. CONCLUSION:

In conclusion, prioritizing product quality is essential for enhancing consumer brand loyalty in the smartphone industry. By continuously improving quality standards, ensuring transparent communication, and delivering durable, innovative products, brands can build trust and confidence among their customers. Providing exceptional customer support, offering exclusive benefits, and fostering a sense of community further strengthen brand loyalty. Consistency in branding and delivering a superior overall experience across all touchpoints solidifies the bond between consumers and the brand. Ultimately, non-stop commitment to product quality is the cornerstone for long-term success and sustained brand loyalty in the competitive smartphone market.

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