

The Apple iPhone brought a whole new level on interface and features such as incorporating the iPod technology as well as multi-touch technology which let users to control everything using only their fingers. The research on the level of customer loyalty/satisfaction on buying an iPhone has been done across the world as it was one of the first hand phones that were release by Apple.

“Factors affecting Brand loyalty of Apple iPhone in Pakistan”

Farhan Soomro

DECLARATION

I hereby declare that the project work entitled
“Factors affecting Brand loyalty of Apple iPhone in Pakistan”

Submitted to the KASB Institute of technology, is a record of an original work done by me under the guidance of Assistant Professor Umer Farooq, and this project work is submitted in the partial fulfillment of the requirements for the award of the degree of bachelors of Business Administration. The results embodied in this Research report have not been submitted to any other University or Institute for the award of any degree or diploma.

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Acknowledgements

I glorify the Almighty Allah for the strength, courage, wisdom and inspiration throughout the period of my studies. I wish to express my sincere gratitude to my course supervisor, Assistant Professor Umer Farooq, for his patience, support and guidance. I am grateful to those who agreed to participate in this research by completing the questionnaire, conducting the survey, data capturing, analysis and editing. Above all I would like to thank my colleagues for their support. Words cannot express enough my appreciation to my family, for their love, patience and support during the entire period.

Abstract

The Apple iPhone brought a whole new level on interface and features such as incorporating the iPod technology as well as multi-touch technology which let users to control everything using only their fingers. The research on the level of customer loyalty/satisfaction on buying an iPhone has been done across the world as it was one of the first hand phones that were release by Apple.

Customer satisfaction is a blurred and concrete concept and the actual expression of the state of satisfaction will vary depending on individual's needs and it also depends on the product or service. The level of loyalty/satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization's products. It also distinguishes six qualities of attributes such as basic factors, excitement factors, performance factors, indifferent attributes, questionable attributes and reverse attributes.

The objective of this research is to analyze the level of loyalty/satisfaction of having an iPhone based on certain factors. This research will look into factors such as price and quality where each factors has its respective advantages or disadvantages to affect the customer's level of loyalty/satisfaction. This is because every diverse consumer has their own priority of need before even getting a new hand phone.

The research will be focusing on the capability of the iPhone and what it has to offer to the customers that makes it different and better than its competitors. These capabilities refer back to the factors which were mentioned earlier in the paragraph earlier. Technology for hand phones has been developing endlessly with new features offered as time passed. Apple's new range of products, especially the iPhone shows such vast improvement.

The research first looks at the background of the company which is Apple and what they have offered to their customers before launching the iPhone. Next, the research will provide detailed explanation and information on each factor that will affect the customer's brand loyalty. The research will use only primary data such as online journals and articles, blogs and newspapers so that the latest information can be obtained for the research.

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Chapter No. 1 --- Introduction to Research Problem

1.1 Introduction

Brand loyalty is the favor given by a consumer in order to buy a specific brand in a particular product category. Consumer who give a type of preference for a brand, have the following mindset: "I am committed to this brand", "I am willing to pay a higher price for this brand over other brands" and "I will recommend this brand to other" ' (Giddens, 2002). A good loyalty can lead to various and numerous benefits such as an improved market share, lower marketing cost and improved opportunities for brand extension (Martin Evans, 2006).

The amount of money that consumers will spend on various brands in different product categories would change from one customer to another one but one thing that remains constant is that each brand evokes a set of positive feelings for the consumer such as confident, young, stylish etc. As a consequence of this, nowadays it is vital for the brand to do more than just satisfy a need or service. It must create and be able to maintain an emotional connection with its customers. By inducing positive feelings among them, the customers will keep coming back for more (Isakovich, 2008).

1.1 Background

The concept of brand loyalty has been defined in several different ways during the past years. However few of them are more often used as good definitions of brand loyalty.

Wilkie (1994) defined brand loyalty as "...a favorable attitude toward, and a consistent

purchase of, a particular brand". This definition suggests that consumers are loyal, if both the attitude but also the behavior are favorable. Ferland and Wolfe have portrayed brand loyalty as a consumer's decision, expressed either by intention or behavior, in order to repurchase a precise brand among the competitors. This type of decision can occur both on conscious or as unconscious basis. It happens when the consumer receive the message that a specific brand can offer the right product features, image, or quality for the right price.

Jacoby and Chestnut (1978) proposed a more complex and deep definition of brand loyalty, arguing that brand loyalty is "...a biased, behavioral response, expressed over time, by some decision making unit, with respect to one or more brands out of set of such brands, and is a function of psychological processes". As a last definition, Oliver (1997) stated that loyalty to a brand is "...a deeply held commitment to repurchase or patronize a preferred product or service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts that have the potential to cause switching behavior".

Those definitions are different, but they all have in common that the concept of brand loyalty is not inevitably the actual action of purchasing, but the intention to make a purchase. The definitions also argued about the idea of attitude, saying that loyalty must include a favorable attitude toward the brand, and that a repetition of purchase is also needed in order to gain brand loyalty.

1.2 Problem statement

This research has been conducted to identify the effect of brand quality, Perceived Brand Quality, Customer Satisfaction, and Brand Image on customer's brand loyalty. As there is a war of technology going on in this era of generation there are a lot of substitutes available in the market, this research will help to understand how to keep customers loyal and understand the customer preferences. There is a need to identify the relation of Perceived Brand Quality, Customer Satisfaction, and Brand Image with customer's brand loyalty.

1.3 Research Objective

The objective of the research is to investigate the impact of perceived determinants on Brand loyalty of Apple iPhone, the impact of Customer satisfaction, Perceived Brand Quality and Brand Image on brand loyalty.

1.3.1 Research Question

What is the impact of Customer satisfaction, Perceived Brand Quality and Brand Image on brand loyalty?

1.4 Limitations

There are several limitations for this research. The main limitation of this research is financial constraints. Due to these constraints my research is only conducted in Karachi (Pakistan). There is

also limitation of time period and sample size because it is not easy to cover all parts of Pakistan between 4 months.

1.5 Scope of study

Since the mid-1990s, the mobile phone industry has sought widespread adoption of mobile data services, envisioning a new "mobile Internet" with its own complex value network delivered through Smartphone terminals. With its iPhone, Apple rapidly gained Smartphone market share while spurring widespread adoption of mobile data services in Pakistan.

Chapter No. 2 --- Literature Review

2.1 Brand loyalty

"Brand loyalty as a concept has its origins in the 1920s" (Bennett 2001, p.3). The most commonly used definition of brand loyalty is "The biased (non-random) behavioral response (purchase) expressed over time by some decision-making unit with respect to one or more alternative brands out of a set of brands and is a function of psychological processes" (Jacoby 1971, p.25). Fournier and Yao (1997) described the centre of companies' marketing strategies is the development and maintenance of consumer brand loyalty. The phenomenon is especially seen in markets with tough competition, highly unpredictable and low product differentiation. Carroll and Ahuvia (2006) suggested that Brand love, in turn, is associated to higher levels of brand loyalty and positive word-of-mouth. Importance of brand loyalty Brand loyalty is of paramount importance for marketers and consumer researchers (Aaker, 1991; Reichheld,

1996). In services context, many scholars focused on importance and significance of brand loyalty (Asuncian ET AL., 2004; Bloamer et al., 1999; Caruana, 2002). The organization that have pool of brand loyalists have greater market share and higher rates of return on investments, in turn. Many other researchers favored this (Buzzell et al., 1975; Raj, 1985; Jensen and Hansen, 2006). Such results persuade marketing officials to generate and up-hold brand loyalists. To attain such targets, information about variables which causes brand loyalty becomes a core issue.

Anderson et al. (2004) argued a loyal and CONTENTED CUSTOMER BASE HELPS to increase the organizations' relative bargaining power regarding suppliers, partners and channels. So, customer loyalty should affect shareholder value in a positive manner by reducing instability and associated risk with expected future cash flows. Dick and Basu (1994) hold a view that customer loyalty creates positive WOM communication (word of mouth) and competitive strategies are resisted by loyal customers. Such findings appeal to strategists and marketers to build and hold strong customer loyalty. Oliver (1999) agreed with Dick and Basu that customer loyalty is engaged in affirmative word of mouth communication. Kotler and Keller (2005) said that "based on a 20-80 principle, the top 20% of the customers may create 80% of profit for a company". Thus a favorable connection between a company and its customers is lucrative for the business.

2.2 Consumer satisfaction

In most literature related to behavioral intentions, overall satisfaction was integrated as a dominant factor of purchase intentions with reference to brand loyalty (Spreng et al., 1996). In the viewpoint of Bloamer and Kasper (1995), customer loyalty is one of the considerable paths with which customer satisfaction about product or services received is expressed. For this reason brand loyalty is at heart of strategic marketing. Soloman (1994) explored that purchase decisions of loyal customer may become a habit in nature, even quite simple and provide satisfaction with current brand(s) as a result. Many scholars concluded that satisfaction is one of the important determinants of customers' loyalty (Jamal and Anastasiadou, 2007; Bearden and Teel, 1983; Dick and Basu, 1994). Bontis et al. (2007) conducted the research and found that customer satisfaction improves reputation in the services markets. Reputation partially intervenes the relationship between satisfaction and loyalty and the relationship between satisfaction and recommendation. Tovikkai and Jirawattananukool (2001) pointed out that realizing the fact that retaining existing consumers are easier than finding new consumers. Consumers who have high purchase frequency are most likely considered as satisfied with the products.

2.3 Brand image

Brand image play an important role in brand building, especially in customer dependability. As Reichheld (2001, qtd in Hsieh and Li, p.529) perceptively state that

preferable brand image will lead consumers to conceive a perception of an organization's public relationship practice, which matches the corporate reputation better. With this in mind, customers are more likely to retain optimistic faith, attitude, and action. It must be therefore be acknowledged that customer loyalty grows fast through approving brand image. Enterprisers should pay more attention on the relationship of brand loyalty and brand reputation. Reference to Selnes (1996, p.19) reveals that, brand reputation is one of the most significant driver of brand loyalty, so it is efficient to pursue reputation for better consumer reliability. To put it briefly, having a good reputation means that customers are preferable for this product on attitude; hence, they will take action to buy this products. That is to say, brand reputation contributes to brand loyalty by increasing willingness and belief so that the attitude may change to behavior.

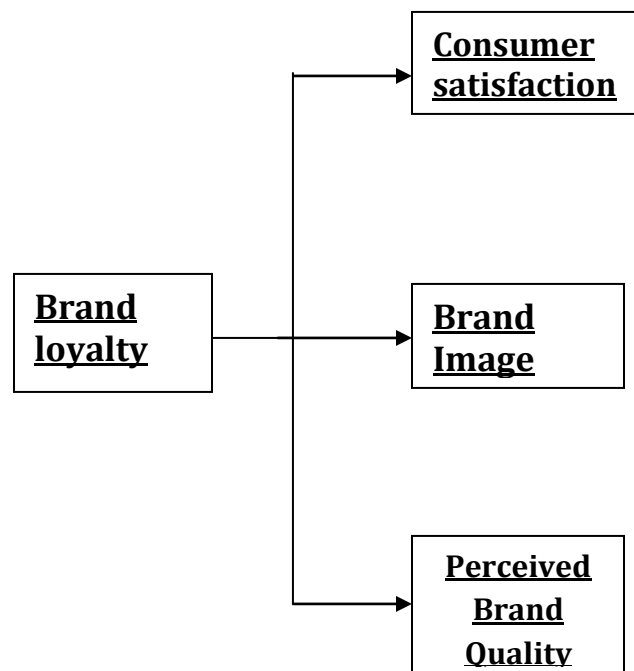
2.4 Perceived Brand Quality

Churchill and Surprenant (1982) defined quality as belief statements or attribute performance. Meanwhile, perceived quality is defined as the consumers' judgment about an entity's (service's) overall excellence or superiority (Rowley, 1998; Zeithaml, 1988). Perceived quality is basically the overall customer's perception about the quality of a product. Evidence from prior studies has indicated that there is a positive and direct relationship between perceived quality and customer satisfaction (Ha et al., 2011, 2009; Parasuraman, et al., 1994). Anderson et al.,

(1994) noted that quality as a significant predictor of customer satisfaction and that this relationship, over the long term, was an important predictor of superior economic returns through repeat sales. Perceived quality of a product or service is related to but not the same as satisfaction resulting from comparison of expectations with a perception of performance (Rowley, 1998). It also suggested that when the perceived quality of a particular product rises, customer satisfaction is expected to increase (Fornellet al., 1996) and ultimately can lead to brand loyalty (Ha et al., 2011, 2009). In short, satisfied customers are more loyal

2.5 Theoretical framework

Network Diagram



Chapter No. 3 --- Research Questions and Hypotheses

3.1 Key Research Questions

Q1: How does Customer satisfaction impact on customer's brand loyalty?

Q2: What is the relation between Customer satisfaction and customer's brand loyalty?

Q3: How does a Perceived Brand Quality impact on customer loyalty?

Q4: What is the relation between Perceived Brand Quality and customer loyalty?

Q5: How does Brand Image impact on Brand Loyalty?

Q6: What is the relation between iPhone's Public value and customer Desirability and customer loyalty?

Q7: Which of the independent variable influence most on customer loyalty?

3.2 Hypothesis

Ho: Customer satisfaction does not have a significant influence on brand loyalty.

H1: Customer satisfaction has a significant influence on brand loyalty.

Ho: Brand Image does not have a positive influence on brand loyalty.

H2: Brand Image has a positive influence on brand loyalty.

Ho: Perceived Brand Quality does not have a strong influence on brand loyalty.

H3: Perceived Brand Quality has a strong influence on brand loyalty.

Chapter No. 4 --- Research Methodology

4.1 Research Design

4.1.1 Research purpose:

My research purpose is descriptive leading to hypothesis.

4.1.2 Research Interference:

My interference in this research is of minimum level because the type of investigation which I use is correlation.

4.1.3 Study setting:

The study setting is non-contrived because my interference in this research is of minimum level.

4.2 Target Population:

Target population of my research is iPhone users in Pakistan, students and Professionals.

4.3 Type of investigation:

Overall research is based on correlational design which describes the relationship between dependent and independent variables; it also tells the prediction between the different variables that how they behave with each other. Basically research design also tell us which variable have significant and greater impact on dependent variable And which variables have insignificant or lower impact on dependent variable.

4.4 Sample Size

Sample size of any research is very important for the results. With the help of sample size we try to find out the results of population. Sample size is empirical feature for the study of any population. Sample size of my research is based on 67 respondents.

4.5 Data Collection

4.5.1 Data Sources:

My data source of data collection is internet. Data is collected from iPhone users from major cities of Pakistan. They have a good knowledge about apple iPhone.

4.5.2 Data Collection Technique

Data collection technique of our research is online questionnaire. Questionnaire is easy and understandable for everyone. None of technical terms used in questionnaire, basically the Questionnaire is based on some specific questions related to the dependent variable and independent variables.

4.5.3 Data Collection Instrument

Our research instrument Questionnaires have been adopted by some researcher's Kumar (2010), Gabbie (1997), Phelan (2011).

Chapter No. 5 --- Research Results

5.1 Descriptive analysis

5.1.1 Customer Satisfaction

	N	Mean		Std. Deviation	Variance
	Statistic	Statistic	Std. Error	Statistic	Statistic
Customer Satisfaction 1	67	3.910	.1454	1.1900	1.416
Customer Satisfaction 2	67	3.776	.1546	1.2652	1.601
Customer Satisfaction 3	67	3.955	.1418	1.1604	1.346
Customer Satisfaction 4	67	3.791	.1556	1.2737	1.622
Customer Satisfaction 5	67	3.627	.1516	1.2412	1.540
Valid N (listwise)	67				

5.1.2 Brand Image

	N	Mean		Std. Deviation	Variance
	Statistic	Statistic	Std. Error	Statistic	Statistic
Customer Satisfaction 1	67	3.910	.1454	1.1900	1.416
Customer Satisfaction 2	67	3.776	.1546	1.2652	1.601
Customer Satisfaction 3	67	3.955	.1418	1.1604	1.346
Customer Satisfaction 4	67	3.791	.1556	1.2737	1.622
Customer Satisfaction 5	67	3.627	.1516	1.2412	1.540
Valid N (listwise)	67				

5.1.3 Perceived Brand Quality

	N	Mean		Std. Deviation	Variance
	Statistic	Statistic	Std. Error	Statistic	Statistic
Brand Quality 1	67	3.881	.1451	1.1873	1.410
Brand Quality 2	67	3.836	.1338	1.0954	1.200
Brand Quality 3	67	3.985	.1419	1.1611	1.348
Brand Quality 4	67	3.701	.1606	1.3144	1.728
Valid N (listwise)	67				

5.2 Customer Satisfaction

Ho: Customer satisfaction does not have a significant influence on brand loyalty	
Data	
Null Hypothesis	$\mu =$ 3
Level of Significance	0.05
Population Standard Deviation	1.226
Sample Size	67

Sample Mean	3.812
Intermediate Calculations	
Standard Error of the Mean	0.149779739
Z Test Statistic	5.421294006
Two-Tailed Test	
Lower Critical Value	1.959963985
Upper Critical Value	1.959963985
p-Value	5.917E-08
Reject the null hypothesis	

In this analysis we have put 5 options Likert scale. We have value of $\mu=3$ which is mid-value of the scale. We put **0.05** as the level of significance due to management sciences studies. The p- value **5.917E-08** is less than **0.05**. It means that null hypothesis is rejected. The value of standard deviation comes out to be **1.226** which can deviate from its actual value of mean is **3.812**. Sample mean is **3.812** which is nearest to 4. It means that more respondents are agreed with this statement that's why null hypothesis is rejected. Customer satisfaction has a significant influence on brand loyalty.

5.3 Brand Image

Ho: Brand Image does not have a positive influence on brand loyalty.	
Data	
Null Hypothesis $\mu=$	3
Level of Significance	0.05
Population Standard Deviation	1.293
Sample Size	67
Sample Mean	3.84
Intermediate Calculations	
Standard Error of the Mean	0.157965092
Z Test Statistic	5.317630571
Two-Tailed Test	
Lower Critical Value	1.959963985
Upper Critical Value	1.959963985
p-Value	1.05127E-07

Reject the null hypothesis	
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In this analysis we have put 5 options Likert scale. We have value of $\mu=3$ which is mid-value of the scale. We put **0.05** as the level of significance due to management sciences studies. The p- value **1.05127E-07** is less than **0.05**. It means that null hypothesis is rejected. The value of standard deviation comes out to be **1.293** which can deviate from its actual value of mean is **3.840**. Sample mean is **3.840** which is nearest to 4. It means that more respondents are agreed with this statement that's why null hypothesis is rejected. Brand Image has a positive influence on brand loyalty.

5.4 Perceived Brand Quality

Ho: Perceived Brand Quality does not have a strong influence on brand loyalty.	
Data	
Null Hypothesis $\mu=$	3
Level of Significance	0.05
Population Standard Deviation	1.189
Sample Size	67
Sample Mean	3.851
Intermediate Calculations	
Standard Error of the Mean	0.145259469
Z Test Statistic	5.858482093
Two-Tailed Test	
Lower Critical Value	1.959963985
Upper Critical Value	1.959963985
p-Value	4.67117E-09
Reject the null hypothesis	

In this analysis we have put 5 options Likert scale. We have value of $\mu=3$ which is mid-value of the scale. We put **0.05** as the level of significance due to management sciences studies. The p- value **4.67117E-09** is less than **0.05**. It means that null hypothesis is rejected. The value of standard deviation comes out to be **1.189** which

can deviate from its actual value of mean is **3.851**. Sample mean is **3.851** which is nearest to 4. It means that more respondents are agreed with this statement that's why null hypothesis is rejected. Perceived Brand Quality has a strong influence on brand loyalty.

Chapter No. 6 --- Conclusion

6.1 Conclusions

To build customer loyalty is not an easy job. Customers switch to other brand very easily if other company offers much better product than yours. To build customer loyalty do not only mean to make customer buy your product again and again but attach customer emotionally so they never switch to another brands.

The research study shows that Customer Satisfaction, Brand Image and Perceived Brand Quality have a high impact on customer loyalty.

So Apple Inc. Must focus on Customer satisfaction, Brand Image and Perceived Brand Quality as it help them to keep customer loyal for a longer period of time.

6.2 Recommendations for future Research

This research will be very beneficial for those who want to investigate further in this area. The three variables Customer satisfaction, Brand Image and Perceived Brand Quality must be taken more carefully because all variables significantly impact on brand loyalty.

This research has many questions in need of future investigation. Further work need to be done on perceived value as it did not shows some significant impact on brand loyalty.

Future researchers must collect both quantitative and qualitative data about each of the variables from different sources to support their research study work and they must document all the information and data in a correct manner. The questionnaire must be perfectly design in order to collect respondent response in an effective and efficient way.

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Appendix

Factors affecting brand loyalty of Apple Iphone

1. Gender

- Male
- Female

2. Age

- 20-25 years
- 26-30 years
- 31-35 years
- above 35 years

3. Which cellphone do you use?

- Apple Iphone
- Android Handsets
- Windows Phones

4. I rely heavily on a Brand Name.

1 2 3 4 5

Strongly Disagree

Strongly Agree

5. Apple iPhone is having all such options / features that I admire.

1 2 3 4 5

Strongly Disagree

Strongly Agree

6. Most satisfying attribute of an iPhone is Proactive Performance.

1 2 3 4 5

Strongly Disagree

Strongly Agree

7. Unique Design and Operating system are adequate characteristics of an iPhone.

1 2 3 4 5

Strongly Disagree

Strongly Agree

8. Apple-iPhone always offer most advanced features which not only matches what is required from them, sometimes even supersedes the expectations.

1 2 3 4 5

Strongly Disagree

Strongly Agree

9. For most of the consumers Brand image is an important factor while purchasing a cell phone.

1 2 3 4 5

Strongly Disagree

Strongly Agree

10. Apple iPhone adds value to one's personality, which gives me a unique stand among others.

1 2 3 4 5

Strongly Disagree

Strongly Agree

11. Desirability of obtaining an iPhone is the strong Brand name and public value.

1 2 3 4 5

Strongly Disagree

Strongly Agree

12. The iPhone itself is also seen as an addition of the self, and as expression of one's favorites. Owning and using an iPhone is deliberated as part of being fashionable and different.

1 2 3 4 5

Strongly Disagree

Strongly Agree

13. Apple iPhones are always highly reliable and valuable.

1 2 3 4 5

Strongly Disagree

Strongly Agree

14. Consumer's perception may have a little or nothing to do with the actual performance and excellence of the product and is based on the brand's current reputate or public image.

1 2 3 4 5

Strongly Disagree

Strongly Agree

15. Apple always delivers what they promise.

1 2 3 4 5

Strongly Disagree

Strongly Agree

16. The Apple iPhones are trouble free, Secure and safe in terms of data loss and usage, and are of good value against what I pay.

1 2 3 4 5

Strongly Disagree

Strongly Agree