

INFLUENCE OF BRAND EXPERIENCE ON BRAND LOYALTY IN FOOTWEAR INDUSTRY

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ABSTRACT:

This study finds out the impact of brand experience on brand loyalty. The structured questionnaire was filled by 200 respondents of Jalandhar. Market intercept and multistage random sampling method was used to get the questionnaires filled by the respondents. The analysis technique used in the study was regression analysis. The study found out that there is significant effect of Brand experience which is the independent variable on Brand loyalty which is the dependent variable in the study. Also, it is imperative to have well trained and knowledgeable salespersons, attractive advertisements, updated websites, good quality products and proper web communications in order to increase Brand experience and in turn Brand Loyalty.

Keywords: Brand Loyalty, Brand Experience, Regression analysis.

INTRODUCTION

Brand Loyalty

According to American Marketing Association Brand Loyalty is defined as the degree to which the consumer purchases the same brand within the product class. It also means the faithfulness of an employee towards the same brand in spite of the pressure exerted through marketing by the competing brands. Most of the brand loyal customers repeatedly purchase the same product in the future and are less likely to switch to other brands in the same product category. Companies try to increase Brand Loyalty by starting loyalty programmes, providing trials, samples and gifts to its customers. A Brand Loyal customer is a brand ambassador of the firm and promotes the products through positive word of mouth.

Brand Experience

Brand experience is the action of the brand as perceived by a person. Brand experience can be seen as every interaction between an individual and a tangible or intangible **brand** artifact.

The concept of Experience

Experiences occur when consumers search for products, when they shop for them and receive service, and when they consume them (Arnould, Price, and Zinkhan 2002; Brakus, Schmitt, and Zhang 2008; Holbrook 2000).

So, the experience can be categorized into three ways:

Product Experience

Product experiences occur when consumers has an interaction with the products—this is when consumers search for products and examine and evaluate them (Hoch 2002). The product experience can be direct when there is physical Brand Experience / contact with the product (Hoch and Ha 1986) or indirect when a product is presented virtually or in an advertisement (Hoch and Ha 1986; Kempf and Smith 1998). Respondents are typically asked to reflect on a combination of direct and indirect product experiences to investigate how the combination affects product judgments, attitudes, preferences, purchase intent, and recall (Hoch and Deighton 1989; Hoch and Ha 1986; Huffman and Houston 1993).

Shopping and Service Experience

Shopping and service experiences occur when a consumer interacts with a store's physical environment, its personnel, and its policies and practices (Hui and Bateson 1991; Kerin, Jain, and Howard 2002). Thus, research in this area investigates how atmospheric variables and salespeople affect the experience (Arnold et al. 2005; Boulding et al. 1993; Jones 1999; Ofir and Simonson 2007). Several articles have investigated customers' interaction with salespeople and how that experience affects customers' feelings, brand attitudes, and satisfaction (Grace and O'Cass 2004). Customers interaction with the salesperson plays an important role in determining whether the customer will purchase the product in future or not. So, the salesperson should be knowledgeable and well trained.

Consumption Experience

Experiences also occur when consumers consume and use products. Consumption experiences are multidimensional and include hedonic dimensions, such as feelings, fantasies, and fun (Holbrook and Hirschman 1982). Much of the interpretive research on consumption experiences has analyzed hedonic goals that occur during and after the consumption of, for example, museums, river rafting, baseball, and skydiving (Arnould and Price 1993; Celsi, Rose, and Leigh 1993; Holt 1995; Joy and Sherry 2003). In summary, experiences arise in a variety of settings. Most experiences occur directly when consumers shop, buy, and consume products. Experiences can also occur indirectly—for example, when consumers are exposed to advertising and marketing communications, including Web sites.

LITERATURE REVIEW

Leung (2016) examined how experience with a brand affect brand equity via the consumer-brand relationship in a service context. The researcher used exploratory factor and Cronbach's alpha coefficients technique. The data was collected from 333 respondents.

Singh (2016) investigated the relationship between factors affecting brand loyalty and brand loyalty. The researcher used correlation technique in order to find the correlation between factors affecting brand loyalty and Brand Loyalty .The data was collected from 100 respondents of Ludhiana region. Out of the fourteen factors, 12 factors had significant relation with Brand Loyalty. The two most important factors identified were customer satisfaction and satisfactory pricing strategy.

Setyawan et al (2015) investigated that brand loyalty is important in marketing. This research analysed the effect of brand reputation, brand predictability, brand satisfaction, brand liking, brand experience, trust in the company and brand competence to brand loyalty. The data was collected from 150 respondents. The researcher used regression analysis technique to analyze the result.

Anitha (2014) studied the factors related to brand Loyalty and also identified the sources of awareness of footwear brands in Coimbatore city. Convenience sampling is the sampling technique used in the study. The tools which were used for the analysis were Pearson correlation, standard deviation, mean, percentage analysis and Garret's ranking technique. Quality and price were considered the important factors contributing to Brand Loyalty but style was surprisingly not considered an important factor by the women. Comfort, promotion and service

quality were considered important factors. More emphasis should be laid on comfort and less on style while manufacturing the footwear. Comfortable shoes are more in demand rather than stylish shoes.

Khan (2014) attempted to do a comprehensive assessment and synthesis of academic literature on brand experience. The authors identified and analysed 73 relevant articles from 38 journals. The analysis provided significant information about—empirical versus conceptual studies, industry focus, country of research, research design, data analysis techniques and nature of sampling method and respondents. A conceptual framework about brand experience antecedents and consequences is also presented.

Maheshwari (2014) examined the two key factors: brand experience and brand commitment, within automotive sector, and investigated the relative relationships. Some authors claimed that brand experience affects brand loyalty directly, while others have found that it is a dependent variable, which, alone does not have any immediate effect on brand loyalty. This study investigated a connection between brand experience and brand loyalty as far as automotive sector is concerned.

Rajumesh (2014) examined the direct and indirect influence of brand experience on brand loyalty and brand attitude. The data was collected from 280 respondents of Sri Lanka. Multiple regression analysis was used in this study. It was found out that there is a positive relationship between brand experience and brand loyalty and also a positive relationship between brand experience and brand attitude.

Chinomona(2013) investigated the influence of brand experience on brand satisfaction ,brand trust and brand attachment. The data was collected from 151 respondents. The researcher used structural technique modeling (SEM) technique. Brand experience strongly influenced brand trust, brand achievement and brand satisfaction.

Walter et al (2013) applied Brakus et al. (2009) model of four brand dimensions. Also, the impact on customer satisfaction and loyalty to the BMW brand was found out. Online questionnaires were filled by 57 students as respondents. The verification of the model of Brakus et al. (2009) was done partially. Factor analysis method was used to analyze the study. There was a lack of correlation of the items between brand experience and brand personality with customer satisfaction.

Sahin et al (2011) addressed the question whether different consumers prefer different experiential appeals and whether experiential types create the relationships between brand experience, satisfaction, trust and loyalty. The researcher had used exploratory factoring analysis technique. The data was collected from 258 respondents.

RESEARCH OBJECTIVES

- To find out the impact of Brand experience on Brand Loyalty

RESEARCH METHODOLOGY

A total of 450 questionnaires were filled by the respondents of the Jalandhar area. 10 markets of Jalandhar were identified and the respondents were selected based on multi stage random sampling. Market intercept method was used to get the questionnaires filled by the respondents. The analysis technique used in the study was regression analysis. The tables below show the multistage sampling method used.

Table 1: Selection of markets in Jalandhar

S.No	Market	Shops
1	Model town	Nevelty shoe studio Relaxo footwear Shoe rank Red tap Kumar shoe store Shopper point Bata shopper point Bata india ltd. Adidas showroom Kumar shoos
2.	Lajpatnagar	Shoe land German footwear Liberty exclusive showroom Red tape Grover sons National boot house Kumar shoes store Bajaj footwear
3.	Paaj peer market	Calcutta enterprises J.P traders Unique footwear Lovely footwear Honest shoe store Prem shoe co. Friends enterprises

		Nayerfootware
4.	Complex(Kapurthala road)	Ceela international Preetfootware Sakay industries Triupatifootwarepvt.ltd. Sant rubber ltd. Rishi foot wear pvt.ltd Hylexfootware
5.	Jalandhar cantt	Bata store Lucky enerprises Dass shoe co. Nasibfootware Gee sons footware
6.	Rama Mandi	Alfa Shoes Apex Footwear Applo Footwear Arora Shoe Store Balaji Footwear Bata Store Classic Shoe Centre Bharat Shoe Last Factory
7.	Industrial Area	a.Deshmesh Footwear b.Price Footwear c.Arora Shoe store d.Alfa Shoe Store
8.	Fentonganj	Jai Maa Footwear New Exclusive Shoe Store
9.	Hardev Nagar	Ceela International Devin Shoe Pvt.Ltd Harpreet Shoe Store Hike Shoe Maker HylexFootwaer Narinder Footwear
10	JyotiChownk Market	Shoe Hut National Boot House Saheb Shoes

Table 2: Selection of shops from markets

S.No	Market	Shops
1.	Lajpat Nagar	1.Nevelty Shoe Studio 2.Shoe Rank 3.Bata Shopper Point
2.	Complex(Kapurthala road)	1.Ceela International 2.Triupati Footwear Pvt.Ltd
3.	Fentonganj	1.New Exclusive Shoe Store
4.	Hardev Nagar	1.Hike Shoe Maker

Table 2 shows the markets and shops which we have selected by using random number tables. Market Intercept method was used to collect the data by the respondents through the questionnaires.

ANALYSIS AND INTERPRETATION

Regression Analysis was used to find out the relation between brand experience and brand loyalty. So, in this study, we will analyze the two hypothesis given below:

Ho There is no relation between brand experience and brand loyalty.

H1 There is relation between brand experience and brand loyalty.

Table3: R-square and Adjusted R-square

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.577 ^a	.333	.330	.22183

There is a relation between brand loyalty and brand experience as R= .577 and R square= .333 which is coefficient of determination. Coefficient of determination explains the extent to which changes in dependent variable can be explained by the change in the independent variables. The brand loyalty explained 33.3 percent of the brand experience.

Table 4: Degrees of freedom and significance value

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4.872	1	4.872	99.008	.000 ^a
	Residual	9.744	198	.049		
	Total	14.616	199			

The anova table shows the model is fit for the data. The F- ratio in the ANOVA table measures the overall regression model fit for the data. The table shows that the brand experience is statistically at F = 99.008, p < 0.00. The model is fit.

Table 5: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.958	.239		4.015	.000
	BESCORE	.719	.072	.577	9.950	.000

According to coefficients, if there comes 1 unit change in brand experience, the brand loyalty will be change by 0.719. The significant value is 0.000 then there is a relation between brand experience and brand loyalty.

FINDINGS AND CONCLUSION

There is a positive relation between brand loyalty and brand experience. The brand loyalty explained 33.3 percent of the brand experience. Brand experience is required when a customer searches for, purchases and consumes a product because it is related with Brand loyalty. If a brand focuses only on trying to sell consumers their products/services rather than finding new ways to creatively engage with them and solve their problems, their brand will be short-lived. Moreover, we live in an experience-driven world. Customers interaction with the salesperson also plays an important role in determining whether the customer will purchase the product in future or not. So, the salesperson should be knowledgeable and well trained, so that he can provide a good brand experience to the product .Experiences also occur when consumers consume and use products and also indirectly that is through advertisements, web communications including web sites etc. So, both direct and indirect experience need to be taken care of by the companies. Consumers gravitate toward those experiences that provide them with the stimulation they are looking for. People have become sensitive about how they spend their time and

what inspires them to do so. When the companies provide the customer with a good brand experience only then the customer will indulge in repeat purchases intentionally which will enhance Brand Loyalty

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