

## **Impact of Brand Loyalty in Assessing Purchase Intentions of a Customer: A Study of Automobile Industry in South Asian Perspective**

**Rizwan Qaiser Danish**

*University of the Punjab, Lahore, Pakistan.*

**Muhammad Khalid Khan**

*University of the Punjab, Lahore, Pakistan.*

**Muhammad Muddasar Ghafoor**

*University of the Punjab, Gujranwala Campus, Pakistan.*

**Ishfaq Ahmad**

*University of the Punjab, Lahore, Pakistan.*

**Asad Afzal Humayon**

*COMSATS University, Vehari Campus, Pakistan.*

**Saqib Aslam**

*Institute of Business and Finance, NUML, Lahore, Pakistan.*

### **ABSTRACT**

In this modern age, brands are more concentrating on consumers' quality of life style as these reflect their status symbol or social class through the company's products. The current study is aimed to check the effect of brand name, awareness, and price and brand quality on the brand loyalty of the product of automobiles, after that brand loyalty effect is examined on the product purchase intention specifically in South Asian context. For checking the effect of the variables brand name, brand awareness, brand price and brand quality were considered as independent variables and brand loyalty was considered as a dependent variable. The study was correlational as it shows the relationship of different dependent and independent variables. This study has been conducted through a survey design. The population was considered as the citizens of Bahawalpur, one of the oldest states in South Asian region and for the data collection random sampling technique was used. A total number of 300 questionnaires were distributed randomly to the users of automobile in the Bahawalpur out of which 287 responses were received after deducting the omission and errors. Different hypotheses were tested in this research for relationships of variables, out of which five were accepted and the one which was about the effect of brand price on brand loyalty was rejected. The collected data were analyzed after using different statistical techniques and it shows that brand awareness, name, quality has a direct and positive impact on the brand loyalty of the product and on the other hand there is also a positive effect of brand loyalty on the purchase intention of the product.

**Key Words:** **Brand Loyalty, Automobile, Brand Awareness Purchase Intention, South Asia**

## **Introduction**

Today is the age of competition and it is everywhere either it is between companies or between customer mind for purchasing goods. Companies have to capture the mind of the customer that how he select the product for purchase. Normally consumers select the product because of their consciousness. Company creates a brand image and love for their product in customer mind. Brands are the most important intangible asset that the company has. A product can be of anything that is completed in any industry but a brand is the main focus by customers. There is a possibility of unoriginality of a product but a brand cannot, there is a chance for outdated product by time but a brand becomes timeless (Quiston, D.H.Mc, 2004). Symbolic value of a brand helps people to select best brand for satisfaction of their needs (Muhammad Alamgir; Mohammad Shamsuddoha, Alexandru Nedelea;, 2010). Normally the customers show their loyalty towards a brand by purchasing same brand consistently. The important factor that leads the customer for purchasing the product is brand loyalty. Due to brand loyalty he may not recall the whole decision process, he just trusts on his old experience and purchase the same product. Dodds, Monroe and Grewal are agreed that higher number of brand awareness leads to higher purchase of this product.

The core aim of this study is to examine the creation of a brand loyalty and brand loyalty impact on the automobile industry and decision making of consumers. Brand loyalty is repurchase or intention of repurchase of a particular product either consciously or unconsciously (Wong Foong and Yayah Sidek, 2008). The other function of this research is to find out the factor which helps in creating the brand loyalty. Lau et al. (2006) described seven different types of factors that may create brand loyalty but here we discuss only a few of them such as name, awareness, quality price etc.

The third and most important aspect this study is examining the relation between loyalty towards a brand and customer intention to purchase. So for a customer to purchase there should be a brand after that he will recall the whole process such as searching information, problem recognition, and evaluate alternative etc for making purchase of product but a brand loyal customer may not recall the whole process he just recalls the old product in his mind and simply makes purchase of it. Many researches previously made on brand loyalty and in this research we extend some of its dimension such as in this research we used different variables for checking brand loyalty and their effect on purchase intention of customers in automobile industry.

## **Problem statement**

The problem is to investigate different factors that affect the brand loyalty and purchase intention of the product. There are a number of benefits which are

***Impact of Brand Loyalty in Assessing Purchase Intentions of a Customer: A  
Study of Automobile Industry in South Asian Perspective***

obtained after creating brand loyalty of the customers. The problem is to check the factors which are helpful for creating brand loyalty of the product.

### **Literature review**

The core purpose of all kind of business is to increase their sale or earn more profit. Businessmen use different techniques for maintaining their old customers or also attracting the new ones. An important way is to create brand loyalty in its customers for building profitable relationship with them and encourage customers to become loyal with them for life time. Customers can be loyal for the brand due to its characteristics such as due to its name, quality and price awareness etc and they have sufficient understanding about the brand and they feel confident while purchasing the brand (Malik, ghafoor, Iqbal, & Usman Riaz, May2013). The main focus in this article is to define brand loyalty and to tell about the factors leads to brand loyalty and its impact on the purchase intention of the customers. A few factors such as brand name, awareness, quality and prices which are helpful in creating loyalty for the companies in the automobile industry are considered. The main focus of our literature is on these factors and with the help of it we find the reason of brand loyalty and its impact on purchase intention of the customers.

### **Brand loyalty**

Brand loyalty is defined by a number of researchers in different ways. But the loyalty toward brand is simply the goodwill of a brand in the customers mind or it's the preference of a particle product in the customers mind while comparing the other more likely we can also say it as a repeat purchase behavior of the customer. Meanwhile Bloemer and Kasper(1995) tells that a brand will be loyal when six conditions must be fulfilled which are : 1) Biased response of customer for making purchase 2) Behavioral response means behaviorally shows that makes purchase with considering the other products 3) Expressed over time means this purchasing behavior will show more than once 4) Without considering decision making process 5) Selecting the same products in the presence of other alternative products 6) a function of psychological process.

### **Brand name**

Brand name is a main factor for the success of the brand. A brand name reveals many facts about a brand and gives information about it to the customers and also tells the meaning of the product to customers and potential buyers. Moreover it provides the well-situated summary for the product to the customers like their feelings, facts and experience with the brand. A strong brand name will be more reliable than a weak brand name. According to Cadogan and Foster (2000), "the outstanding brand names and their images attract consumers to purchase the brand

*Rizwan Qaiser Danish, Muhammad Khalid Khan, Muhammad Muddasar*

*Ghaffoor, Ishfaq Ahmad, Asad Afzal Humayon & Saqib Aslam*

and bring about replicate purchasing behavior and reduce price related switching behaviors”.

People have strong connection with the brand name and brands. Brand name helps the customer for purchasing their cars. When people want to purchase a car there may be many brand names to choose from, but usually people purchase a car with preference to brand name and company reputation in the market because of belief and previous understanding (Muhammad Alamgir; Mohammad Shamsuddoha, Alexandru Nedelea, 2010).

### **Brand awareness**

Brand awareness means that customer has full knowledge about the product and he knows the all the good or bad of the product. The brand with high awareness is highly acceptable and customers don't refuse the brand they experienced or may become aware about the brand performance. (Muhammad Alamgir; Mohammad Shamsuddoha, Alexandru Nedelea, 2010). Brand awareness has a great impact on brand loyalty and on the purchase intention, such as a successful brand awareness increase the sale of the product because consumer normally hesitates to take risk so they purchase that product that he already knows or he already uses it. Because a good brand name has a great impact on customer satisfaction or some customer also make rule to use the brand which is famous in the market. According to Stokes, (1985), “brand awareness creates a great involvement in the mind about a particular brand”. Brand recognition means that a consumer can easily identify the brand name when there is a brand cue, means that consumer easily or correctly tells about the product when he heard or saw about it. Hoeffler and Keller, (2002) stated that “brand awareness can be differentiated from depth and the width”. Depth shows how to make consumer so familiar to recall or identify the brand easily, and the width expresses understanding during consumer purchasing, how the brand name will come to their mind at once or creating a brand name so strong in his mind that it clicks in his mind while purchasing a product of that type.

### **Brand quality**

Perceived quality in the context of service suggest that it is the result of comparisons that a customer made in his mind as compared to the way that service has been performed by that product (Caruana, 2002; Parasuraman et al., 1994). Brand loyalty is highly influenced through its quality and it is also helpful in creating brand image and brand for creating strong brand name in customer's minds. Brand quality includes the total number benefits of the product or service. Consumer use similar product or may switch to other brands and the one main factor of this behavior is the brand quality when the quality will according to the customer expectations then he will be more loyal to the brand otherwise may

***Impact of Brand Loyalty in Assessing Purchase Intentions of a Customer: A  
Study of Automobile Industry in South Asian Perspective***

switch from it. Brand quality can be very helpful for creating trust on the brand; brand confidence is the willingness of the average consumer to rely on the brand performance. Keller (2008), stated “loyalty and trust is very significant for companies because it shrink the probability of attack from competitors”.

**Perceived price**

Normally price is something that a customer pays in order to achieve something. It may be a most important factor which can be helpful for creating loyalty. Different researchers work through different ways in it such as price is one that consumer gives or scarifies in order to attain something in return (Athanasopoulos 2000: Zeithaml 1988). It is normally considered in market that price is an important strategy that influences demand and company’s profitability. On the other hand price plays a significant role in changing customer’s decisions in purchasing a particular product or service or especially in auto mobile industry. Price plays an important role in customer’s decision in selecting a product or service (4) such as normally a customer purchase the product when price will meet according to its standard such as a customer who is conscious about the product then he will see the costly products because it normally considered that high price will lead to high quality, or when the price will not be according to customer standard then he will not purchase it. Price should be set according to customer requirement or after considering the target customers or according to customer perceived value means which amount should be price that the customer wants to pay. Price should be according to the perceived value of the customer, perceived value is the benefit or outcomes that the customer receives from the brand (Waterson M, 2003).

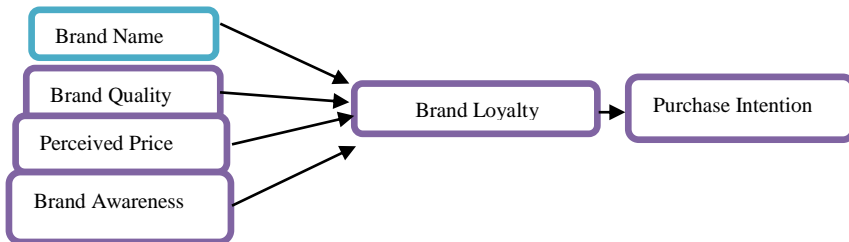
**Brand loyalty and purchase intention**

Normally a customer buys a product which is more familiar for it or which is already used by the customer itself. When a product will be more known to the customer and there will be a strong good brand image in the mind of customer of it then customer will be more loyal and he will purchase the same product. Normally the main objective of the companies is to get high profit or high sale and for attaining this objective brand loyalty plays a key role or work as a back bone for it. The consumer normally has a preference to pay money for the product due to its attributes, image, quality, features and price and they normally are faithful to purchase the same product and also pass on the same product to other people (Malik, ghafoor, Iqbal, & Usman Riaz, May2013). Even though experiential evidence indicates that brand loyalty affects the purchase intention in various contexts. According to Keller’s (2003) “brand awareness plays an important role in consumer decision making by bringing three rewards; these are learning advantage consideration advantage and choice advantage”. Brand name shows the image or reliability of the product and also very important for intention of

purchase and loyalty. On the other hand a consumer will be loyal with the brand when he will be the repeated buyer of the product or will show the attitude of continuous purchase. Overall, this study investigates whether consumers purchase intention is linked with brand loyalty, brand name, brand awareness, perceived price and perceived quality of the brand.

### **Conceptual framework**

The framework shows the relationship of different variables. Such as here we have 5 independent and 2 dependent variables. Researchers can divide the framework into two categories the first one that shows the relation of different variables such as brand name, brand quality, brand price and brand awareness with brand loyalty. Here brand loyalty is dependent variable and the others are independent variables. The frame work shows the concept that when the brand name will be good or customer will have a positive image of the brand then he will be more loyal with the brand or vice versa. Brand quality and brand awareness also matters for creating loyalty in the customers mind. When the quality will be high customer will be the repeated buyer of the product or vice versa. Brand awareness shows the goodwill or fame of the product it shows the knowledge of the customers about the product when customer will have the complete knowledge of the product then he will be more satisfied with the product or will be more loyal with the trust. Price also matters for the brand to be loyal with it. When the price will be reasonable or according to the value of the product then customer will be more loyal with the product.



Research Model....

The second category shows the relation between brand loyalty and the purchase intention of the customers. Here brand loyalty is independent variable and the purchase intention is dependent variable. This relationship shows that when the customer will be more loyal with the product then he will be a good customer of the product or he will repeatedly purchase this product or vice versa.

### **Research hypothesis**

The researcher’s hypotheses of the research while considering the framework.

***Impact of Brand Loyalty in Assessing Purchase Intentions of a Customer: A  
Study of Automobile Industry in South Asian Perspective***

*H1:* There is a direct and encouraging relation between brand loyalty and purchase intention of customer.

*H2:* Brand name has a considerable straight effect on brand loyalty.

*H3:* Brand awareness has a positive effect on brand loyalty.

*H4:* There is a direct and positive relation between brand quality and the brand loyalty.

*H5:* Brand loyalty has a considerable positive direct effect on purchase intention.

*H6:* Brand price has a positive effect on the brand loyalty.

## **Variables**

Variables used as dependent and independent are as follows:

Independent variable:

- Brand Name
- Brand Awareness
- Brand Price
- Perceived quality

## **Dependent variables**

- Brand loyalty
- Purchase intention of the customers

## **Population**

Population may be relatively small and closed, an area or in a valley. Population can be the people of a specific region or the persons from a specific province and can also be from the whole country and world. The population of this research is the citizens of Bahawalpur City of the Pakistan. The following can be the main characteristics of the population.

## **Tool for data collection**

According to Kazer and Kazer (2011), “differentiation of a crowd together theory, investigating and evaluating the collected by data model is consider as descriptive research”. This type of research can apply both qualitative and quantitative methods. Descriptive research is generally used to explain existing confrontation and current situation. According to Gravetter and Forzano (2011), the descriptive research is fortitude of naturally accessible variable or a set of variables. Furthermore, the descriptive research is simply a process of four steps: first one is defining the objective, and then designing the approach, after that data collection and result writing (Vyhmeister, 2009). The significant tools for this type of study

*Rizwan Qaiser Danish, Muhammad Khalid Khan, Muhammad Muddasar  
Ghafoor, Ishfaq Ahmad, Asad Afzal Humayon & Saqib Aslam*

are: questionnaires, interviews, observations and case study. In this study we adopted questionnaire as a research tool.

The investigation method has been selected to complete the research. For primary method survey has been conducted. All these variables are considered to be as an independent variable and on the other hand purchase intention of the customer is considered as a dependent variable and all these variables are calculated by using a five point scale. "The benefit of using this tool is that it permits the researchers to use a variety of statistical techniques which can be applied to nominal and ordinal scale data in addition to the arithmetic mean, standard deviation, product moment correlation, and other statistics commonly used in marketing researches" (Malhotra, 1999).

### **Pilot study**

A hybrid of self-administered and past researchers' questionnaire was used to collect data. Items for brand loyalty and brand quality were taken from Jalilvand, M Reza; Neda samiei, Syed Hessamaldin Mahdecinia;, (2011). The questions were made after the review of the literature and according to the product context. The questionnaire was distributed according to the cluster sampling method and the questionnaire was distributed in the Bahawalpur city of the Pakistan. For data collection purpose a random sample of 300 questionnaire was used and 287 respondents after deducting the incomplete ones, showing a 95.66% reply rate from those who were agreed to take part.

### **Demographic responses**

The respondents' demographical information presented in a table.

### **Gender**

The first table provides the information about the gender which reveals that 77.4% responses received from male and 22.6% responses were from female. The "survey shows greater part of the respondents was from male side and the major reason of this is because more men drive a car than female in Pakistan, especially in Bahawalpur. Sample was selected randomly without any bias and all the respondents were car owners".



*Impact of Brand Loyalty in Assessing Purchase Intentions of a Customer: A Study of Automobile Industry in South Asian Perspective*

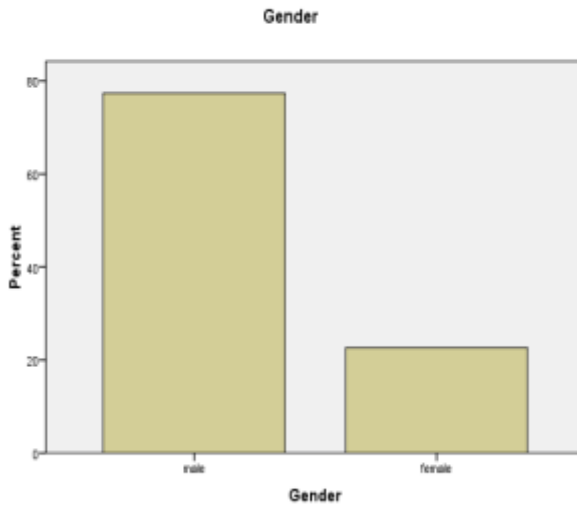


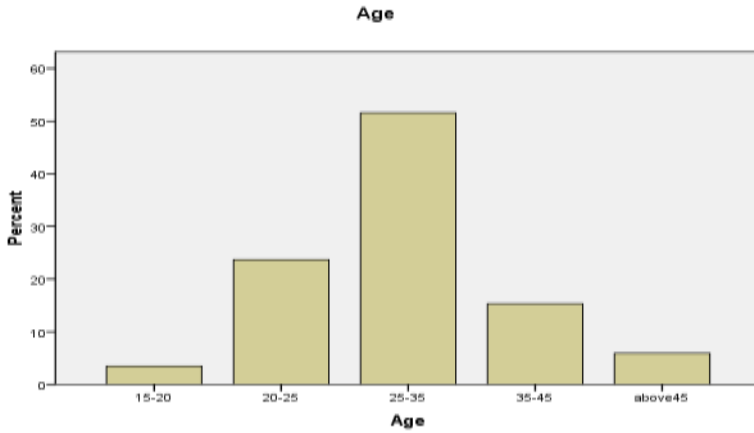
Chart that shows the result of gender base responses.

**Age**

Moreover the other table provides the respondents age-group information. “The first age group (15to 20 years) accounted for 3.5% and next (20 to 25)-years-age-group accounted for 23.7%, the (25-35)-years-age-group were 51.6% and the (35-45) years-age-group were 15.3% and above 45 years age group respondents were 5.9%. The bie chart shows it”.

**Age**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-20	10	3.5	3.5	3.5
	20-25	68	23.7	23.7	27.2
	25-35	148	51.6	51.6	78.7
	35-45	44	15.3	15.3	94.1
	above45	17	5.9	5.9	100.0
	Total	287	100.0	100.0	



Age of the respondents

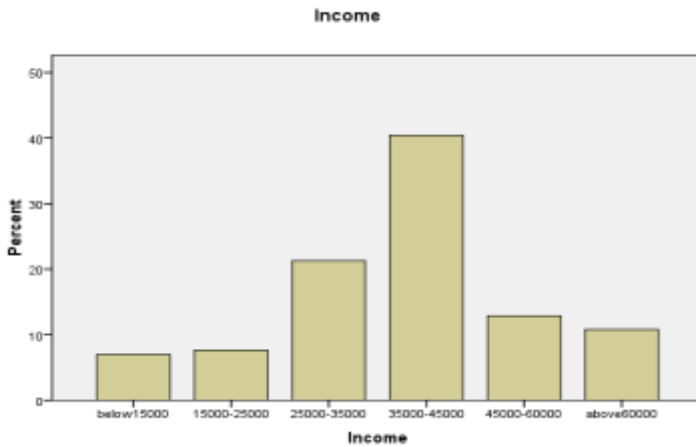
### Income

The “income table explains the respondents’ income level. Data show that 7% respondents’ annual income was below 15000 and 7.7% respondents annual income is between 15000 - 25000 and 21.3% respondents earn annually between 25000-35000 and 40.4% respondents’ annual income is between 35000-45000 and 12.9% respondents’ earning annually more than 60000. All respondents have a different brand car, matching their individual income level”.

### Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below15000	20	7.0	7.0	7.0
	15000-25000	22	7.7	7.7	14.6
	25000-35000	61	21.3	21.3	35.9
	35000-45000	116	40.4	40.4	76.3
	45000-60000	37	12.9	12.9	89.2
	above60000	31	10.8	10.8	100.0
	Total	287	100.0	100.0	

*Impact of Brand Loyalty in Assessing Purchase Intentions of a Customer: A Study of Automobile Industry in South Asian Perspective*



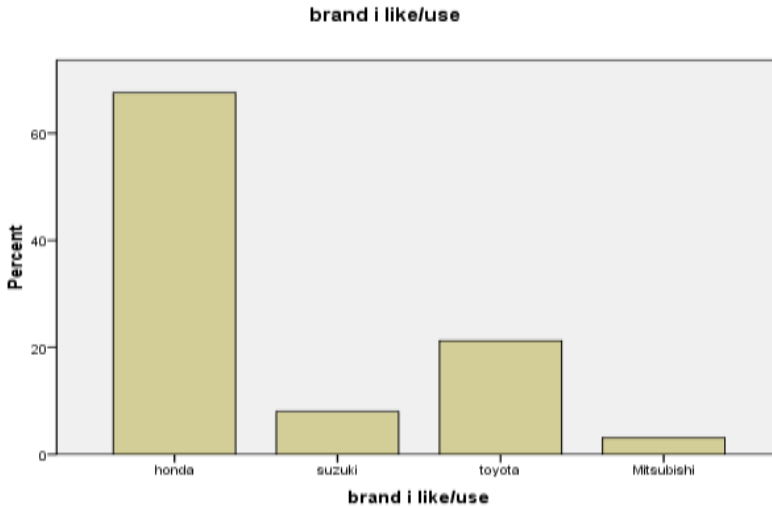
**Income level of the respondents**

**Brand liking and using**

This table shows the ratio of the brand the respondents like or use. Such as 67.6% respondents or citizens of Bahawalpur like the Honda brand and the other 8% brand like the Suzuki, the other 21.3% respondents like the Toyota brand and the remaining 3.1% respondents like the Mitsubishi brand.

**Brand I like/use**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Honda	194	67.6	67.6	67.6
	Suzuki	23	8.0	8.0	75.6
	Toyota	61	21.3	21.3	96.9
	Mitsubishi	9	3.1	3.1	100.0
	Total	287	100.0	100.0	



**Brand liking of the respondents**

### **Factor analysis and reliability**

Different tools were used to explain factor investigation separately. The best fit of data was obtained with a major factor analysis. There are eight items of brand loyalty four of brand name, two of brand price and five of brand quality and five of brand awareness and the last five are of purchase intention. For descriptive research the Cronbach’s should be greater than .70 for considering reliable (Zehir, Sahin, & Hakan Kitpaci).Cronbach’s a statistics for the study shows an alpha of 0.825 of all the factors. So it shows the reliability of the questionnaire.

#### **Reliability Statistics:**

Cronbach's Alpha	No of Items
.825	29

### **Correlation analysis**

We calculated mean and “standard deviation for each variable and created a correlation matrix of all variable used in hypothesis testing, reliabilities and correlations among all brands used in analysis are shown in table”.

*Impact of Brand Loyalty in Assessing Purchase Intentions of a Customer: A  
Study of Automobile Industry in South Asian Perspective*

**Regression analysis**

We have applied regression analysis via SPSS. Brand name, awareness, price and quality are independent variable and brand loyalty is dependent variable. Three variables show the significant result and one is not significant so its hypothesis is rejected. The following table shows the regression result of the data.

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.254	.101		2.529	.012
BRAND AWARENESS FINAL	.119	.031	.193	3.879	.000
PERCEIVED QUALITY FINAL	.408	.051	.420	7.967	.000
BRAND PRICE FINAL	.018	.051	.019	.355	.723
BRAND NAME FINAL	.244	.063	.221	3.876	.000

a. Dependent Variable: BRAND LOYALTY

The result shows that the result of brand awareness, perceived quality and brand name are significant so these variable will be accepted or the variable that shows the insignificant result of .723 will be rejected. The beta of first three variable brand awareness, perceived quality and brand name shows the positive amount of (BA: .193, PQ: .420 & BN .221). So it shows that the variable shows the positive effect and the brand price shows the negative effect of the variable. The positive effect shown by regression table the result of .668 means that the average output of 66.8% which contribution in building brand loyalty. Further, 21.8% is due to other factors.

The researchers also show the relation of the two other variables in which brand loyalty is independent variable and the purchase intention is the dependent variable. The table shows the following result.

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.325	.085		15.560	.000
BRAND LOYALTY FINAL	.269	.051	.299	5.286	.000

a. Dependent Variable: PURCHASE INTENTION

FINAL

The table shows that the variable is significant and its beta also shows the positive effect of the variable. Its regression is also in positive means that it has a direct effect on the purchase intention of the customer.

**Hypothesis Summary**

Hypotheses	Hypotheses statements	Accepted	Rejected
H1	Relationship between brand loyalty and purchase intention	✓	
H2	Relationship between brand awareness and brand loyalty	✓	
H3	Relationship between brand name and brand loyalty	✓	
H4	Relationship between perceived quality and brand loyalty	✓	
H5	Relationship between brand price and brand loyalty		✓
H6	Effect of brand loyalty on purchase intention	✓	

***Impact of Brand Loyalty in Assessing Purchase Intentions of a Customer: A  
Study of Automobile Industry in South Asian Perspective***

## **Conclusion**

In conclusion the paper shows the effect of different variables on the purchase intention of the customers. After research we conclude that five of its hypothesis are accepted means that the first hypothesis which was “There is a positive relation between brand loyalty and purchase intention of customer” was accepted after the research means that purchase intention is normally made or the customer repeatedly purchase the product for showing loyalty with the product. The second hypothesis which was “Brand name has a significant direct effect on brand loyalty” is also accepted after the research has been made on it or after the data have been paste on it. Its regression shows the positive effect and it is also significant so it shows the positive relation of the variables. The third hypothesis is also accepted which was “Brand awareness has a positive effect on brand loyalty”. Only the forth hypothesis which was “Brand price has a direct effect on the brand loyalty” was rejected its regression shows the negative result and it also shows the insignificant in its data. Fifth hypothesis which was “There is a direct and positive relation between brand quality and the brand loyalty” was also accepted and showed the positive result of regression analysis. The last hypothesis made by the researcher was “Brand loyalty has a significant positive direct effect on purchase intention” was also accepted after the study had been made on it. It shows the significant result and after applying statistical tools means after checking its reliability through the regression we put data on SPSS and get the favorable result.

This study was designed for different reasons the first and main reason was to investigate the effect of brand loyalty on purchase intention of the customers in automobile industry. Automobile industry is choosen for several reasons. First brand involvement is high in automobile brands second brand name is considered largely in such sector and the main reason is the quality which matters .The automobile comes in special products means that a normal man purchase it only once or twice in whole of the life. Understanding and managing brand loyalty is very much important in durable goods such as automobile industry, in which product involves large profit margin on the One hand and on the other hand it involves long placement cycle for the customers. So it is very challenging for the industry to ensure that consumer will repurchase the same product after some time spend or after the need will be again arises for the product.

## **Recommendations**

- It is recommended for the success of brand image, perceived quality, and brand availability is very significant.
- Favorable brand awareness will also be positive for consumer acceptance increasing the appeal of the new product.
- Develop a brand name or logo that can be distributed widely.
- Keep information about the marketplace trends and forces

*Rizwan Qaiser Danish, Muhammad Khalid Khan, Muhammad Muddasar*

*Ghafoor, Ishfaq Ahmad, Asad Afzal Humayon & Saqib Aslam*

- Build a continental strategy based on compiling idea.
- Considered the other elements or variables such as brand trust and communication for checking the loyalty

### **Limitations of the study**

- The descriptive statistics is the only tool used to examine the data, no steps had been taken to use inferential statistics. There may be some kind of inconsistency in the general result if it is verified by inferential statistical techniques.
- A few variables were considered here the other variable such as brand trust, brand communication and purchase intention of the product.
- Data collected from respondents who live in the same area, so our result is not generalizable to other areas, regions or cultures.
- Our sample size is limited; with large sample size interesting results would be obtained.
- Data are collected from 300 respondents.

### **References**

- Jacoby, J., & Chestnut, R. W. (1978). *Brand loyalty: Measurement and management*. New York: John Wiley & Sons.
- Stokes, R. (1985). The Effects of Price, Package Design, and Brand Familiarity on Perceived Quality. In J Jacoby & J Olson (eds.). *Perceived Quality*. Lexington: Lexington Books.
- Gustafson, T., & Chabot, B. (2007). Brand Awareness. *Cornell Maple Bulletin*, 105.
- Keller, K.L. (2003), *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*, 2nd ed., Prentice-Hall, Upper Saddle River, NJ.
- Wood, L. (2006), "Dimensions of brand purchasing behaviour: consumers in the 18-24 age group", *Journal of Consumer Behaviour*, Vol. 4 No. 1, pp. 9-24.
- Keller, K. L., (2008) *Strategic Brand Management*, Second Edition, Prentice Hall of India, New Delhi
- Malhotra, N.K. (1999), *Marketing Research: An Applied Orientation*, 3rd ed., Prentice Hall, Englewood Cliffs, NJ.
- Kevin Lane Keller, *Strategic Brand Management*, Second Edition, Pearson Education Inc, (2003)
- Quiston, D. H. Mc (2004). Successful branding of a Commodity Product: The Case of RAEX LASER Steel, *Industrial Marketing Management* Vol 33, p.345-357



***Impact of Brand Loyalty in Assessing Purchase Intentions of a Customer: A  
Study of Automobile Industry in South Asian Perspective***

- Dodds, William B., & Grewal, D. (1991). Effect of price, brand and store information on buyer's product evaluation. *Journal of Marketing Research*, 28(3), 307-319.
- Baker W, H., J, W., & Nedungadi, M. D. (1986). Brand Familiarity and Advertising: Effects on the Evoked Set and Brand Preferences. In RJ Lutz (ed). *Advances in Consumer Research* (Association for Consumer Research: Provo, UT).
- Amine, A. (1998) Consumers' True Brand Loyalty: The Central Role of Commitment. *Journal of Strategic Marketing*, 6, 305-319.
- Cadogan, J. W. and Foster, B. D. (2000) Relationship Selling and Customer Loyalty: An Empirical Investigation, *Marketing Intelligence and Planning*, 18, 185-199.
- Keller, K. L. (2003) *Strategic Brand Management: Building, Measuring and Managing Brand Equity*. Prentice Hall: New Jersey.
- Kohli, C. and Thakor, M. (1997) Branding Consumer Goods: Insights from Theory and Practice, *Journal of Consumer Marketing*, 14, 206-219.
- Lau, M. M., Chang, M. S., Moon, K. and Liu, W. S. (2006) The Brand Loyalty of Sportswear in Hong Kong, *Journal of Textile and Apparel, Technology and Management*, 5, 1-13.
- Bloemer JMM, Kasper HDP. The complex relationship between consumer satisfaction and brand loyalty. *J Eco-Physiol* 1995; 16(2):311-29.
- Shankar, V.; Amy K.S., (2002). Customer Satisfaction and Loyalty in Online and Offline Environments, *International Journal of Research in Marketing*, e Business Research Center, pp 3-42
- Howard, John and Jagdish Sheth (1969), "*The Theory of Buyer Behavior*". New York: John Wiley & Sons
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end and synthesis of evidence. *Journal of Marketing*, 52(3), 2-22
- Caruana, A., & Malta, M. (2002). Service loyalty: The effects of service quality and the mediating role of customer satisfaction. *European Journal of Marketing*, 36(7/8), 811-828.
- Williams, A. "How to... Write and analyse a questionnaire." *Journal of Orthodontics* 30.3 (2003): 245-252.
- [http://wiki.fool.com/Advantages\\_and\\_Disadvantages\\_of\\_Building\\_Brand\\_Equity](http://wiki.fool.com/Advantages_and_Disadvantages_of_Building_Brand_Equity).
- Shankar v; Amy KS.; (2002). Customer satisfaction and loyalty in online and offline environment. *International journal of research in marketing* , 3-42.
- Jalilvand, M Reza; Neda samiei, Syed Hessamaldin Mahdecinia;. (2011). The effect of brand equity components on purchase intention : An application of Aaker's Model in the automobile industry. *International business management* , 2, 149-158.

**Rizwan Qaiser Danish, Muhammad Khalid Khan, Muhammad Muddasar  
Ghafoor, Ishfaq Ahmad, Asad Afzal Humayon & Saqib Aslam**

- Jirawat anuwichanont. (sep 2011). The impact of price perception on customer loyalty in the airline context. *Journal of business and economics research* , 9, 37-49.
- Keaeney,Susan M. (1995). Customer switching behaviour in service industries,an exploratory study. *Journal of Marketing* , 59, 71-82.
- Keller,K.I. (2008). *Strategic Brnad management* (second ed.). New Delhi: Prentice Hall of India.
- Malik, P. D., ghafoor, M. M., Iqbal, H. K., & Usman Riaz, N. u. (May2013). Importance of Brand awareness and Brand loyalty in Assessing Purchase intention of consumer. *International Journal of business and social science* , 4, 167-171.
- Muhammad Alamgir; Mohammad Shamsuddoha, Alexandru Nedelea;. (2010). Influence of Brand name on consumer Decision making process- An empirical study on car buyers. *The Annals of the stefan cel mare"University of Suceavea. Fascicle of the faculty of Economic and Public Administration* , 10, 142-153.
- Quiston, D.H.Mc. (2004). Successful banding of a caompany product. *The case of Raex Laser Steel, Industrial Marketing Management* , 33, 345-357.
- Waterson M. (2003). The role of consumer in competition and competition policy. *International journal of industrial organization* , 21, 129-150.
- Wong Foong and Yayah Sidek. (2008). Influence of brand loyalty in consumer sportswear. *Journal of Economics and Management* , 221-236.
- Zehir, C., Sahin, A., & Hakan Kitpaci, M. O. (n.d.). The effect of brand communication and service quality in building brand loyalty through brand trust: The empirical research on global brands

### **Biographical Note**

**Dr. Rizwan Qaiser Danish** is an Assistant Professor, Hailey College of Commerce, University of the Punjab, Lahore, Pakistan.

**Dr. Muhammad Khalid Khan** is an Assistant Professor, Hailey College of Commerce, University of the Punjab, Lahore, Pakistan.

**Dr. Muhammad Muddasar Ghafoor** is an Assistant Professor, Department of Commerece, University of the Punjab, Gujranwala Campus, Pakistan.

**Dr. Ishfaq Ahmad** is an Assistant Professor, Hailey College of Commerce, University of the Punjab, Lahore, Pakistan.

**Dr. Asad Afzal Humayon** is an Assistant Professor, Management Science, Vehari Campus, Vehari, Pakistan.

**Saqib Aslam**, Institute of Business and Finance, NUML, Lahore, Pakistan.