

**CUSTOMER SATISFACTION AND BRAND LOYALTY OF MOBILE
PHONES IN KATHMANDU VALLEY**

**A Dissertation Submitted to the Office of the Dean, Faculty of Management in partial
fulfillment of the requirements for the Master of Business Studies (MBS)**

By

Lokendra Bahadur Khapangi

Campus Roll No: 936/074

Exam Roll No: 5711/18

T.U. Regd. No: 7-2-356-16-2011

Shanker Dev Campus

Kathmandu, Nepal

July, 2024

CERTIFICATION OF AUTHORSHIP

I hereby corroborate that I have researched and submitted the final draft of dissertation entitled “**Customer Satisfaction and Brand Loyalty of Mobile Phones in Kathmandu Valley**”. The work of this dissertation has not been submitted previously for the purpose of conferral of any degrees nor it has been proposed and presented as part of requirements for any other academic purposes.

The assistance and cooperation that I have received during this research work has been acknowledged. In addition, I declare that all information sources and literature used are cited in the reference section of this dissertation.

.....

Lokendra Bahadur Khapangi

Date:

REPORT OF RESEARCH COMMITTEE

Mr. Lokendra Bahadur Khapangi has defended research proposal entitled “**Customer Satisfaction and Brand Loyalty of Mobile Phones In Kathmandu Valley**” successfully. The research committee has registered the dissertation for further progress. It is recommended to carry out the work as per suggestion and guidelines of supervisor Mikha Shrestha submit the thesis for evaluation and viva-voce examination.

.....
Mikha Shrestha
Dissertation Supervisor

Dissertation Proposal Defended Date:

Dissertation Submitted Date :
--

Asso. Prof. Dr. Sajeeb Kumar Shrestha
Head, Research Department
Signature

Dissertation Viva-voce Date:

APPROVAL SHEET

We, the undersigned, have examined the thesis entitled “**Customer Satisfaction and Brand Loyalty of Mobile Phones in Kathmandu Valley**” presented Lokendra Bahadur Khapangi a candidate for the degree of master of Business Studies (MBS Semester) and conducted the Viva voce examination of the candidate. We hereby certify that the thesis is worthy of acceptance.

.....

Mikha Shrestha
Dissertation Supervisor

.....

Internal Examiner

.....

Internal Expert

.....

External Expert

.....

Asso. Prof. Dr. Sajeeb Kumar Shrestha
Chairperson, Research Committee

.....

Asso. Prof. Dr. Krishna Prasad Acharya
Campus Chief

ACKNOWLEDGMENT

I would like to forward my deepest gratitude to Mikha Shrestha of Shanker Dev Campus who supports me with her invaluable scholarly supervision, constructive comments and suggestions that allow me to furnish this thesis report in this final format.

I would like to pay my sincere thanks to Asso. Prof. Dr. Sajeeb Kumar Shrestha, Head of Research Department and Asso. Prof. Dr. Krishna Prasad Acharya, Campus Chief of Shanker Dev campus. Besides, I would also like to thank to other respected teachers of Shanker Dev Campus and all the staff of this campus for their help in providing me various kinds of suggestions, information and comments.

Further, my deep regard to known and unknown individual who helped to collect the data at preliminary stage of this dissertation writing.

It is the matter of my immense pleasure to express my deep sense of gratitude and heartfelt respect to my parents for their affection, inspiration and incredible support to precede my academic career.

Lokendra Bahadur Khapangi

TABLE OF CONTENTS

	Page No.
<i>Title Page</i>	<i>i</i>
<i>Certification of Authorship</i>	<i>ii</i>
<i>Report of Research Committee</i>	<i>iii</i>
<i>Approval Sheet</i>	<i>iv</i>
<i>Acknowledgement</i>	<i>v</i>
<i>Table of Contents</i>	<i>vi</i>
<i>List of Tables</i>	<i>ix</i>
<i>List of Figure</i>	<i>x</i>
<i>Abbreviations</i>	<i>xi</i>
<i>Abstract</i>	<i>xii</i>
CHAPTER-I INTRODUCTION	
1.1 Background of the Study	1
1.2 Problem Statement	2
1.3 Objectives of the study	4
1.4 Rationale of the Study	4
1.5 Limitations of the Study	5
CHAPTER II LITERATURE REVIEW	
2.1 Theoretical Review	6
2.1.1 Concept of Customer Satisfaction	7
2.1.2 Expectation-Disconfirmation Effects on Web Customer Satisfaction	8
2.1.3 Relationship between Service Quality and Customer Satisfaction	9
2.1.4 Brand Loyalty	10
2.1.5 Importance of Brand Loyalty	11
2.1.6 Positive Effects of a High Degree of Brand Loyalty	12
2.1.7 Factors for Building & Maintaining Brand Loyalty	13
2.1.8 Managing and Assessing Brand Loyalty	14

2.1.9 Brand	15
2.1.10 Guiding Principle of Branding	15
2.1.11 Factors for Building & Maintaining Brand Loyalty	16
2.2 Empirical Review	16
2.3 Research Gap	21

CHAPTER III RESEARCH METHODOLOGY

3.1 Research Design	23
3.2 Population and Sample and Sampling Design	23
3.3 Nature and Sources of Data and the Instrument of Data Collection	24
3.4 Method of Analysis	24
3.4.1 Correlation Coefficient	25
3.4.2 Regression Analysis	25
3.6 Research Framework and Definition of Variables	26

CHAPTER IV RESULTS AND DISCUSSION

4.1 Results	31
4.1.1 Demographic Profile of Respondents	31
4.1.2 Descriptive Statistics	34
4.1.3 Correlation Analysis	35
4.1.4 Multiple Regression Analysis	36
4.2 Major Findings	38
4.3 Discussion	39

CHAPTER V SUMMARY AND CONCLUSION

5.1 Summary	41
5.2 Conclusion	43
5.3 Implications	43

REFERENCES

APPENDIX

LIST OF TABLES

Table No.	Title	Page No.
Table 1	Summary of Empirical Review	19
Table 2	Demographic Characteristics of Respondents	32
Table 3	Summary of Descriptive Statistics	34
Table 4	Correlation Analysis	35
Table 5	Multiple Regression Analysis	37
Table 6	ANOVA	37

LIST OF FIGURE

Figure No.	Title	Page No.
Figure 1	Research Framework	27

ABBREVIATIONS

ANOVA	:	Analysis of Variance
CI	:	Confidence Interval
CWB	:	Counterproductive Work Behavior
e.g.,	:	exempli gratia
HR	:	Human Recourse
HRD	:	Human Resource Development
i.e.,	:	That is
IBM	:	International Business Machines Corporation
INGO	:	International non- governmental Organization
IWPQ	:	Individual Work Performance Questionnaire
KS	:	Knowledge Sharing
MBS	:	Master in Business Studies
OCB	:	Organizational Citizenship Behavior
SD	:	Standard Deviation
SPSS	:	Statistical Package for the Social Sciences
TU	:	Tribhuvan University
β	:	Beta

ABSTRACT

This dissertation aims to study the “Customer satisfaction and brand loyalty of mobile phones in Kathmandu Valley” in order to jot down the factual and thorough understanding of the respondent’s status as a mobile phone user. The research aims the user inside Kathmandu valley among the groups of respondents, profiled as gender, age group, family monthly income, academic qualification and employment status. Furthermore, the brand loyalty was also found to be affected by characteristics of mobile phones, that includes price range and mobile brands (manufacturers), customer satisfaction, customer satisfaction that includes satisfaction include device’s dimension, quality, brand switching cost, price fairness and many more.

The survey was conducted among 400 respondents. Among 400 respondents, the majority of the respondents were male and aged between 21 to 27, found out that brand image, perceived brand quality and brand switching cost are major factor affecting customer satisfaction and brand loyalty, however, the brand image, perceived brand quality, brand experience has positive relation with customer satisfaction and brand loyalty.

Keywords: Mobile Phones, Customer Satisfaction, Brand Loyalty, and Characteristics of Phone.

CHAPTER-I

INTRODUCTION

1.1 Background of the Study

Customer satisfaction is “customer’s psychological response to his/her or her positive evaluation of the consumption outcome in relation to his/her expectation”. Satisfaction is derived after the consumption of the product or service. Customer satisfaction is undoubtedly one of the most strategic issues in recent decades. Now that in the global economy, customer determines a company’s sustainability, the companies can no longer be indifferent to the expectations and demands of their customers. They must direct all their activities and capabilities towards customer satisfaction because the only source of return on investment is the customers. Thus, the first principle in business is creating customer-friendly values (*Hill and Alexander, 2019*). A satisfied customer acts as advertising loudspeaker of company and attracts other towards products or services of company (*Shukla, 2021*).

Brand loyalty can be described as, a deeply held commitment to re-buy or re-patronize a preferred product/service consistently in the future, causing a repetitive same brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior. Brand loyalty is the source of commitment towards the brand that includes a re-buy behavior into the customer in spite of the potential marketing attempts by competitors to break up the coalition between the brand and the customer (*Oliver, 1999*). Argued that there may be positive as well as negative perception of the consumers towards the brand and the negative perception may lead to patronize of the brand but in few occasions.

The consumers show different attitude towards durable goods and consumption goods (*Son, 2020*) described brand loyalty as a deeply held commitment to re-buy or re-patronize a preferred product/service consistently in the future, causing a repetitive same brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior. It is important to study brand loyalty as brand loyalty plays an important role in brand extensions as well as brand equity (*Thiele, 2021*).

Brand loyalty has been the center of attention among academicians and practitioners for many decades. The high level of consumer satisfaction has many benefits for the brand; such as increased consumer loyalty, enhanced brand reputation, reduced price elasticity, positive word of mouth and lower switching tendency. The challenge in increasingly competitive markets. The critical role of interpersonal interaction between the clients and vendor in effecting customer satisfaction, creating favorable brand attitudes and strengthening satisfaction plays a significant role in brand loyalty. Satisfied customer will continue to purchase the brand, and to long run the customer will become a habitual buyer of the brand (*Kuikka and Laukkanen, 2012*). argued that obtaining and maintaining brand loyalty is a key the bond between consumer and a brand are of greater significance. In vast competitive markets, brand loyalty provides several advantages including a barrier to competitors, more sales and revenue, lower customer acquisition costs and lower customer sensitivity to other competitors' marketing efforts. Creating brand loyalty requires investment in the marketing programs especially for current and potential customers. Several studies show that satisfaction with a trade mark is the primary key to brand loyalty. Therefore, the selling session links the customers with the vendor, and satisfaction in the selling session increases customer loyalty to the vendor. Thus, loyalty to the vendor has a very positive effect on the brand loyalty.

Consumers recognize brand by building favorable attitude toward the brand and through the purchase decision process. Brand preference is understood as a measure of brand loyalty in which a consumer exercises his/her decision to choose a particular brand in presence of competing brand (*Rajagopal, 2010*). Studies on consumer satisfaction established that there is a close relationship between the brand image and brand attributes. This relationship in turn influences the consumer's response towards brand loyalty (*Silva and Alwi, 2006*).

1.2 Problem Statement

In today's competitive market, customer loyalty has become a major concern of firms. Loyal not only increase the value of the firm but also enable it to maintain costs lower than those associated with attracting new customers (*Boora & Singh, 2011*). The process definitions of satisfaction however, concentrate on the antecedents of satisfaction rather than satisfaction itself (*Parker and Mathews, 2021*).

The customer satisfaction is not enough to explain customer loyalty despite the fact that it is important factor. The role of customer's social network in their defection from a service provider using cellular company. The study indicated that customer's defection is influenced by the past defection of other members in his/her direct personal social network. Hence, it affects customer's willingness to remain loyal with current service provider (*Jones and Farquhar, 2023*).

Several studies have found that perceived quality has positive direct effect on purchase intention and brand loyalty whereas others reported only a negative effect through satisfaction (Cronin and Taylor, 2017; Sweeney et al 2016). However, most studies accept a theoretical framework in which quality performance leads to satisfaction (*Fornell, 2019*).

Numbers of the studies have found that express image may generate more loyalty consumers. Empirical evidences have confirmed that image does impact satisfaction; which in turn led to loyalty in many industries (*Bloemer and Ruyter, 1998*). However, the impact on satisfaction required more validation, as some contradictory results can be observed in marketing literature (*Palacio et al.2002*).

Rust and Zahorik (1993) stated that greater satisfaction leads to greater intent to repurchase. Caruana (2002) indicated that customer satisfaction does play a mediating role in the effect of service quality on service loyalty. However, Back and Parks (2003) found that customer satisfaction had a significant indirect effect on behavioral brand loyalty when mediated by attitudinal brand loyalty, including cognitive-affective-co native brand loyalty stages.

Bei and Chiao (2021) found perceived price fairness have positive effects through consumer satisfaction on consumer loyalty. *Sahin et al. (2011)* found that brand experience has positively effect on brand loyalty. *Martensen (2007)* pointed out that teenagers (8-12) year old far more satisfied with their mobile phones that adults are and that the mobile phones fulfill children's expectations to a much higher degree. Brands are not able to turn teenagers into loyal customers who will recommend their mobile phones to friends. Teenager's loyalty is lower that what is experienced for adults and the relationship between satisfactions and loyalty is very weak. Selnes

(2021 showed that brand equity has a direct effect on loyalty intentions and satisfaction.

In context of Nepal, Pandey and Joshi (2010) revealed that customer satisfaction had a positive relationship with behavior intentions of the customer. The study revealed that service quality is correlated with behavior intension of the customer but it was positively correlated with customer satisfaction and customer satisfaction was also positively correlated with behavioral intension of the customer.

This study raised the following issues in the context of customer satisfaction and brand loyalty of mobile phones in Kathmandu valley.

- What is the present position of brand preference of mobile phone in Kathmandu Valley?
- Is there any relationship of brand image perceived brand quality brand switching cost, price and fairness brand experience of mobile phones with the customer satisfaction and brand loyalty?
- What is the effect of brand switching costs on customer satisfaction and brand loyalty of mobile phones?

1.3 Objectives of the Study

The main purpose of this study is to examine factors affecting customer satisfaction and brand loyalty of mobiles phones in context of Kathmandu valley. The specific objectives are as follows:

- To assess the present position of brand preference of mobile phone in Kathmandu Valley.
- To examine the relationship of brand image perceived brand quality brand switching cost, price fairness brand experience of mobile phones with the customer satisfaction and brand loyalty.
- To analyze the impact of brand switching costs on customer satisfaction and brand loyalty of mobile phones.

1.4 Rationale of the Study

This study mainly focuses on the impact of brand specific factors on customer satisfaction and brand loyalty of mobile phones in Kathmandu valley. This study

clearly provides the knowledge about the customer satisfaction and major factors influencing customers' satisfactions and brand loyalty of mobile phones in Kathmandu valley. Customer satisfaction is an important issue nowadays for organizations for improving product and service quality and maintaining customer loyalty in this highly cut-throat competition. This study also helps marketers to understand brand loyalty practices in mobile phone market. It gives information about the level of customer involvement in brand searching, analyzing and brand choice for the product mobile phones. This study also helps to develop the profile of specific customer of selected brands. It is useful in creating most favorable brand by knowing the buyer perception and response. Deeper understanding of brand loyalty of customers can help managers to design marketing strategy that will concentrate on customers. This study is also beneficial for the academicians who are interested in conducting studies on brand preference and customer loyalty.

1.5 Limitations of the Study

Limitation indicates the not covering part of the research. It has been written which is clearly identify the coverage areas and not mention part of the research.

- The study is confined in Kathmandu valley only. Thus, the study does not incorporate wide geographical character of respondents.
- This study deals with customer satisfaction and brand loyalty of mobile phones in Kathmandu valley. The sample size considered is very small as study is surveyed at Kathmandu valley only.
- The study was predominantly based on primary source of data. Therefore, the reliability of conclusion of the study depends upon the accuracy of the information provided by the respondents.
- There are some difficulties in getting responses from the customers due to their busy schedule and work load. Thus, those customers are excluded.
- There are small numbers of the respondents (in our study only 400) and due to shortage of time and some respondents were unwilling to give the response during filling the questionnaire.
- Some of the findings in this study are not consistent with many of the studies. Therefore, it is worthwhile to note that nature of data and the specifications of the models may themselves be responsible for the differences in results.

CHAPTER-II

LITERATURE REVIEW

A literature review is scholarly paper which includes the current knowledge including substantive findings as well as the theoretical and methodology contribution to particular topic. An effective research is based upon the past knowledge and a survey of past literature. A review of previous related research includes review of various research, scholar journals and articles and dissertation and other related studies.

2.1 Theoretical Review

The major literatures have highlighted some key issues on customer satisfaction and brand loyalty of mobile phones in Kathmandu valley. This study has taken customer satisfaction and brand loyalty as dependent variables whereas brand image, perceived brand quality, brand switching cost, price fairness and brand experience are taken as independent variable. Based on these, the customer satisfaction and brand loyalty of mobile phones in Kathmandu valley determinants are constructed to form the study framework for the present study.

This chapter deals with review of empirical studies associated with customer satisfaction and brand loyalty of mobile phone. The first section is review of the context of both developed and developing countries around the globe. The second section highlights the conceptual framework of the study associated with factors (brand image, perceived quality, price fairness, brand experience and brand switching cost) on customer satisfaction and brand loyalty of mobile phone in Kathmandu valley. And finally, third sections deal with the concluding remarks.

Customer satisfaction refers to a customer's enjoyment with a company's products, services, and capabilities. It is a strong predictor of repurchase intent and customer loyalty. Keeping a consumer satisfied increases the likelihood of them purchasing from the same brand again. Kumar, (2023, February 22). How Customer Satisfaction Leads to Brand Loyalty in SaaS. Forbes. Brand loyalty has been the center of

attention among academicians and practitioners for many decades. The high level of consumer satisfaction has many benefits for the brand; such as increased consumer loyalty, enhanced brand reputation, reduced price elasticity, positive word of mouth and lower switching tendency (Anderson et al. 2018). Dimitriadis (2020) found that the challenge in increasingly competitive markets. The critical role of interpersonal interaction between the clients and vendor in effecting customer satisfaction, creating favorable brand attitudes and strengthening satisfaction plays a significant role in brand loyalty. Despite having an abundance of options, customers still generally prefer to give their money to the same handful of brands. Loyalty and trust will always be important factors in the average customer's buying decisions. Businesses simply have to keep up with the latest retention strategies, Editorials, B. (2023, April 10). How to Incentivize Customer Loyalty in 2023? The Boss Magazine. Whereas Rodriguez Del Bosque and San Martin (2018) says, the customer satisfaction can be both cognitive and emotional. Satisfied customer will continue to purchase the brand, and to long run the customer will become a habitual buyer of the brand (Kuikka and Laukkanen, 2019). Doostdar et al. (2019) argued that obtaining and maintaining brand loyalty is a key the bond between consumer and a brand are of greater significance.

2.1.1 Concept of Customer Satisfaction

Customer satisfaction is the degree of overall pleasure or contentment felt by the customer, resulting from the ability of the service to fulfil the customer's desires, expectations and needs in relation to the service. It is the consumers' overall evaluation based on their overall experience and it can be viewed in two ways - transaction-specific outcome or cumulative evaluation. Satisfaction can be broadly characterized as a post-purchase evaluation of product quality given pre purchase expectations (Kotler, 2002).

An organization's main focus must be to satisfy its customers through quality service. This applies to all service-related area such as industrial firms, retail and wholesale businesses, government bodies, service companies, non-profit organizations, and every subgroup within an organization. It is known for result of cognitive and affective evaluation where the standard is compared as per the perceived actual performance. If the perceived performance exceeds expectations, customers will be satisfied and it goes to opposite that is performance less than expectations it will be

dissatisfied. So, to understand satisfaction in the e-commerce context, we need a clear understanding of customer satisfaction. The effective customer satisfaction study is an important precondition for e-commerce area to win in market competition.

Service quality and customer satisfaction are major factors to gain competitive advantage and customer retention. Identification of specific expectations and perception of customer, the dimensions of the service quality are needed for every organization. Without service quality dimension, customer retention is impossible that helps to measure customer satisfaction. Relationship between the customer satisfaction and service, quality is the key to measure user satisfaction. argue that since customers' satisfaction is influenced by the availability of customer services, the provision of quality customer service has become a major concern of all businesses.

Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and produce/service to produce/service. Customer satisfaction as a state of mind in which the customer's needs, wants and expectations throughout the product or service life have been met or exceeded, resulting in subsequent repurchase and loyalty (*Anton, 1996:288*). The relationship between service quality and customer satisfaction by using four cues of quality i.e., tangibility, reliability, responsiveness, confidence and communication, popularly known as SERVQUAL model (*Parasuraman, et.al., 1988*).

2.1.2 Expectation-Disconfirmation Effects on Web Customer Satisfaction

McKinney et al. 2002 posit that Web- customer satisfaction has two distinctive sources satisfaction with the quality of a Web site's information content and satisfaction with the Web site's system performance in delivering information. Web-customers' satisfaction with a Web site's Information Quality (IQ) and System Quality (SQ) is in turn affected by their prior expectations, possible discrepancies (e.g., disconfirmation) between such expectations, and the perceived performance of the Web site. This concept is captured in the expectancy disconfirmation paradigm, which has been the popular approach for measuring customer satisfaction in marketing. Authors developed a measurement instrument for web-customer satisfaction with the information search phase of online shopping. In their study they specified information and system quality as the determinants of satisfaction and

measure expectation disconfirmation at each specific dimension of these determinants. Based on this paradigm, customer satisfaction has three main antecedents: expectation, disconfirmation, and perceived performance. When applied to Web-customer satisfaction, Web- Information Quality satisfaction has three antecedents: Information Quality expectation, Information Quality disconfirmation, and Information Quality-perceived performance. Similarly, Web-System Quality satisfaction has three antecedents: System Quality expectation, System Quality disconfirmation, and System Quality-perceived performance (*McKinney, et al., 2002*).

2.1.3 Relationship between Service Quality and Customer Satisfaction

Service is an abstract but direct relationship with customer satisfaction. Today's market is competitive and service oriented. Everyone want quality service while using any product or service activities when the customer expectation and performance of product of services match, customer are satisfied. It has played the important role in bottom line performance of the firm. That's why researchers have studied on service and customer satisfaction. Service quality has been the subject of considerable interest by both practitioners and researchers in recent years (*Parasuraman, et.al., 1985*).

Businesses' ability to understand the needs and expectations of not only their existing customers but also their potential customers and to act in accordance with this is of utmost importance for the realization of high levels of customer satisfaction. Service quality has been found to be an important input to customer satisfaction. Acting with a customer-focused approach presents itself as a must-have requirement for improving the satisfaction of customers. Being able to act with a customer-focused approach is closely related to the customers' expectations and preferences as well as the level of quality of the services provided by the business to its customers. In particular, for the businesses to be able to win customers with potential to add value to them at a higher level in an increasingly growing competitive market structure they need to provide products and services that can satisfy the needs of the customers which plays a vital role in sustaining their presence in the market. Therefore, while businesses engage in certain measurements to determine the satisfaction levels of their customers, they should also determine the differences between customers' expectations and their perceptions about the realized results at the same time. In this way, it would be

possible to determine which service quality elements lead to satisfaction or dissatisfaction and guide the customer relations policies accordingly. The customers become judgmental after consumption of products or services and drives to level of satisfaction that is satisfaction, dissatisfaction and low satisfaction. Service quality appears to be only one of service factors contributing to customers' satisfaction judgments. When customers are satisfied with quality of particular services or products, it increases the loyalty and helps to gain profitability of firm (*Caruana and Malta, 2002*).

2.1.4 Brand Loyalty

“Brand loyalty is the situation in which a consumer generally buys the same manufacturer-originated product or service repeatedly over time rather than buying from multiple suppliers within the category or the degree to which a consumer consistently purchases the same brand within a product class. Brand loyalty reflects how likely a customer will be to switch to another brand, especially when that brand makes a change in price, product features, communication, or distribution programs.” (*Aaker; 1991*)

“Brand loyalty represents the core of a brand’s equity. Brand loyalty is the ultimate objective and meaning of brand equity, adding that brand loyalty is brand equity.” (*Travis; 2000*) Still, “brand loyalty can’t be analyzed without considering its relationship to other descriptive dimensions of brand equity like awareness, perceived quality, or associations.

Firstly, all the other descriptive dimensions of brand equity can enhance brand loyalty, as perceived quality, associations and awareness provide reasons to buy and affect satisfaction. Loyalty could arise from a brand’s perceived quality or associations, but could also occur independent of these dimensions (for example, a person can be loyal to a low perceived quality brand and dislike a brand with a high perceived quality due to subjective reasons). Yet, the nature of this relationship is unclear. On the other hand, loyalty can induce a higher perceived quality (for example, a potential customer has a better evaluation of a brand if that brand is perceived as having a loyal customer base), stronger associations (the brand can be associated to elements characterizing its loyal customers), or increase awareness

(loyal customers tend to provide brand exposure to new customers through ‘mouth to mouth’ communication).” (Bloemer & Kasper 1995).

Brand loyalty is both an input and an output of brand equity and it is both influenced by and influences the other descriptive dimensions of brand equity. Nevertheless, brand loyalty is qualitatively different from other major dimensions of brand equity, being stronger related to the use experience. Brand loyalty is conditioned by prior purchase and use experience, while awareness, associations, or perceived quality may be present even in the case of a brand that hasn’t been used yet.

2.1.5 Importance of Brand Loyalty

“There are three main reasons why brand loyalty is important:

- **Higher Sales Volume** – Reducing customer loss can dramatically improve business growth and brand loyalty, which leads to consistent and even greater sales since the same brand is purchased repeatedly. A research conducted in United States found that the average United States Company loses half of its customers every five years, equating to a 13 percent annual loss of customers. This statistic illustrates the challenges companies face when trying to grow in competitive environments. Achieving even 1 percent, annual growth requires increasing sales to customers, both existing and new, by 14 percent.
- **Premium Pricing Ability** – Studies show that as brand loyalty increases, consumers are less sensitive to price changes. Generally, they are willing to pay more for their preferred brand because they perceive some unique value in the brand that other alternatives do not provide. Additionally, brand loyalists buy less frequently on cents-off deals – these promotions only subsidize planned purchases.
- **Retain Rather than Seek** – Brand loyalists are willing to search for their favorite brand and are less sensitive to competitive promotions. The result is lower costs for advertising, marketing and distribution. Specifically, it costs four to six times as much to attract a new customer as it does to retain an old one” (Mittal & Kamakura, 2001).

2.1.6 Positive Effects of a High Degree of Brand Loyalty

“A high degree of loyalty among customers provides the firm with a series of specific competitive advantages, loyalty having a strong positive effect in two main directions, reducing marketing cost and increasing the brand’s revenue. Customers can manifest their loyalty to a brand in several ways: they may choose to stay with a provider, and they may increase the number of purchases or the frequency of their purchases or even both, thus generating higher revenues for the brand. They may also become advocates of the brand, concerned by playing a powerful role in the decision making of others, thus reducing the brand’s marketing communication costs” (*Bloemer & Kasper, 1995*).

It is well known that it is much more expensive to gain new customers than to keep existing ones, especially when the existing customer base is satisfied and loyal. Even if there are very low switching costs and low customer brand commitment, there is a substantial inertia among customers. Still, brand loyalty must not be confounded to brand inertia. “Brand loyalty implies a deep-seated commitment to brands and there is a sharp distinction between repeat purchases and actual brand loyalty. In addition, a repeat purchase behavior is the actual re-buying of a brand whereas loyalty includes antecedents or a reason or fact occurring before the behavior. Further, spurious loyalty represents biased behavioral response expressed over time by some decision-making unit, with respect to one or more alternate brands, as a function of inertia. True brand loyalty includes the above, but replaces inertia with a psychological process resulting in brand commitment” (*Bloemer & Kasper, 1995*).

“The loyalty of the customer base reduces the vulnerability to competitive attacks. Loyal customers perceive very little incentive to try other brands and even if they do, there is a substantial time gap between they receive the information about the new alternative and their decision to try it. Thus, the firm has a significant time to respond to competitive threats and knowing this, competitors are discouraged from spending resources to attract other brands’ loyal customers. Loyalty also generates trade leverage, as loyal customers expect the brand to be always available generating incentives for distribution channels to reference the brand. Loyal customers are less price sensitive and the expense of pursuing new customers is reduced, while organizational profitability is positively affected by the level of brand loyalty. Brand

loyalty can enhance marginal cash flow and profitability, as loyal customers often accept to pay a price premium for their favorite brands, are easily stimulated to new usage situations and tend to increase intensively and extensively their spending on the brand” (*Bloemer & Kasper, 1995*).

2.1.7 Factors for Building & Maintaining Brand Loyalty

Building and maintaining brand loyalty have been a central theme of marketing theory and practice in establishing sustainable competitive advantage. In traditional consumer marketing, the advantages enjoyed by a brand with strong customer loyalty include ability to maintain premium pricing, greater bargaining power with channels of distribution, reduced selling costs, a strong barrier to potential new entries into the product/service category, and synergistic advantages of brand extensions to related product/service categories.

The following are some aspects of marketing mix elements and consumer behavior, which could contribute to brand loyalty:

Product Differentiation: “If the products are differentiated in terms of their characteristics and this difference is perceivable, there are chances of brand loyalty being formed based on satisfaction with greater performance or fit of product with needs. In this case, loyalty is driven by functional or symbolic benefits. Functional benefits would be specific tangible features of the product whereas symbolic benefits would be intangibles such as brand personality and “hedonistic” value of purchases” (*Kayastha, 2003*).

Price Differentiation: “If the price differentiation in the market is perceivable, price-led loyalty might exist in the market. Price-led loyalty is practiced by supermarkets, airline companies and FMCG brands, which come out with frequent sales promotions based on freebies. Alternatively, price might be taken as an indicator of brand quality, and the customer might go in for higher priced options. Price-led loyalty has to be carefully considered with other marketing mix elements and the consumers should never perceive dilution, especially in low-priced bands. Hence, lower prices should create a sense of value through the product offerings as well as through communication” (*Kayastha, 2003*).

2.1.8 Managing and Assessing Brand Loyalty

“Generally speaking, customers do not like to change or to admit that they were wrong by choosing a particular brand. Moreover, an enormous inertia exists in customer choice, the familiar being comfortable and reassuring. Still, without a clear strategy for creating and maintaining loyalty, no firm can build a loyal customer base” (*Ritson & Elliot, 1999*).

“A brand loyalty can only be achieved through a strong brand positioning which means creating and managing a brand’s unique, credible, sustainable, and valued place in the customer’s minds and it revolves around a benefit that helps the product or service stand apart from the competition. When it comes to managing and enhancing brand loyalty the following points should be considered” (*Davis & Aaker, 2002*).

- The customer must be treated with respect in the sense that the interaction between the firm and its personnel, on one hand, and the customers, on the other hand, should be positive and any rude, uncaring, or unresponsive behavior should be avoided.
- The firm must stay close to the customers. For that, focus groups should be used to see real customers’ problems, account managers should meet with customers to find out their concerns, and customer contact must be encouraged so that signals be send to both the organization and the customers that the latter is valued.
- Regular, timely, sensitive, comprehensive, and integrated into day-to-day management surveys of customer satisfaction / dissatisfaction must be conducted in order to understand customers’ feelings, identify the reasons of overall satisfaction change, and adjust products and services.
- Switching costs must be created by providing unique and valuable solutions for customers’ problems or rewarding loyalty directly through specific incentives and advantages.
- Customers must be provided with extra unexpected services so as their behavior be changed from brand tolerance and acceptance to brand enthusiasm.

- Irritations and problems causing people to switch brands must be deeply analyzed. The interaction with a lost customer must be kept in order to clearly identify his negative motivations and all possible actions that could help regain him as a customer and avoid others to follow his action.

2.1.9 Brand

In marketing, a brand serves as the symbolic representation of all the information associated with a product or service. Typically, a brand comprises a name, logo, and various visual elements like images or symbols. Additionally, it encompasses the expectations linked to a product or service that typically form in the minds of various stakeholders, including employees of the brand owner, individuals involved in distribution, sales, or supply, and ultimately, consumers. In certain contexts, the term "brand" might be interchangeable with the legal term "trademark," although the latter is more appropriate (*Sajid, et al. 2015*).

Marketers distinguish between the psychological (brand image) and experiential (brand experience) aspects of a brand. Brand experience encompasses all interactions, while brand image is the symbolic construction formed in consumers' minds. Marketers aim to shape expectations through branding, associating qualities that make the brand unique. This process, known as brand management, is vital for showcasing what the brand offers in the marketplace (*Nicosia, 2016*).

2.1.10 Guiding Principle of Branding

Vortex has developed around a set of guiding principles about branding-proven beliefs that introduce every aspect of our approach, services, and methodologies:

1. Branding provides the means to differentiate from commodity offerings. Even product or service improvements may not achieve this as effectively.
2. Branding is a process that blends elements of both art and science, focusing on improving relationships. It's not a one-size-fits-all solution but an evolving landscape tailored to each brand.
3. While communications are crucial, branding encompasses a broader spectrum of services and systems, aligning corporate goals with customer needs.

4. Not all branding opportunities are equally effective. By concentrating on a brand's strongest characteristics, we can maximize rewards with minimal effort.
5. Business growth stems from understanding key drivers and making clear, focused choices. Starting with your brand, we offer services to transform your organization and propel it forward.

2.1.11 Factors for Building & Maintaining Brand Loyalty

In marketing theory and practice, cultivating and preserving brand loyalty are core strategies for securing lasting competitive advantages. In traditional consumer marketing, brands with robust customer loyalty benefit from maintaining premium pricing, enhanced bargaining power with distribution channels, reduced selling costs, formidable barriers against potential new market entrants, and synergistic advantages when extending the brand to related product or service categories.

2.2 Empirical Review

Doostdar (2023) investigated on “The Impact of Mobile Phone Brands and Customer Satisfaction and Loyalty” and stated that trust and brand equity are the most important factors influencing behavioral and attitudinal pattern of customer satisfaction and loyalty. Data were collected by administering a questionnaire in the target population of visitors to Aladdin market which is a professional mobile phone market in Tehran among a random sample of 100 participants. The study analyzed data using the Spearman correlation coefficient and structural equation analysis.

Chapagain (2022) investigated the "Factors Influencing Brand Choice of Mobile Phones in Kathmandu Valley," the study revealed a positive correlation between brand image and customer brand choice, implying that a stronger brand image corresponds to higher customer preference. Similarly, they found a positive association between brand attitude and customer choice, suggesting that improving brand attitude enhances customer brand preference. Additionally, the study identified a positive relationship between brand attributes and reference groups, indicating that an increase in these factors boosts customer brand choice.

Negi (2022) investigated on “The Factors Influencing Mobile Phone Brand Preferences Among Dehradun's Youth”. Advertising is crucial for promoting products and maintaining market presence, shaping brand preferences in today's competitive landscape. This research focuses on how successful brands vary across regions and demographics, particularly targeting Dehradun's youth (aged 20 to 25) to understand their brand preferences.

Nowlis et al. (2021) conducted a study on “Factors Which Affect the Youth’s Brand Choice for Purchase of Mobile Phones”. The data of the study was collected from the private university students of City University and Sarhad University, Peshawar. The study uses a self-administered questionnaire, which was distributed randomly among 110 students, to measure their brand choice criteria. The responses were measured by using descriptive statistics, regression and coefficient analysis. The findings of the study show that Quality, brand image and recommendations by family and friends are the key variables that influence the brand choice of youths for mobile handset purchase in Peshawar Pakistan.

Sah (2021) investigated the "Brand Preference of Professionals Towards Choosing Mobile Phone in Nepal," emphasizing the substantial influence of branding on smartphone purchases. The study found that Samsung is the preferred choice among professionals, with product quality and pricing being key factors driving purchasing decisions. Despite the high price, there remains demand for the product due to its brand and features. Consumers are willing to pay a premium for mobile phones with desirable brand and product attributes. Consequently, phone manufacturers must prioritize producing high-quality phones at lower costs to meet market demands.

Shrestha (2021) conducted a study an "Factors Influencing Mobile Phone Purchase Decisions Among Youths in Kathmandu," examined 225 youths to identify the factors influencing their smartphone buying decisions. The study unveiled a positive correlation between purchasing choices and various factors. Notably, price, brand, and social influence emerged as key determinants positively impacting the decision-making process. Moreover, the findings from the Likert scale analysis reaffirmed these results, emphasizing the significant role of brand as the second most influential factor in shaping purchasing decisions.

Maheswari (2020) researched on “Samsung Emerged as the Favored Mobile Phone Brand Among Individuals Aged 29-58”, notably government employees. Preferred features included call diversion, silent mode, vibration, alarm, mobile banking, voice chat, and online payment. However, dissatisfaction was expressed with Wi-Fi capabilities. Despite wanting more features, purchases were typically under INR 5000. Brand loyalty was strong, with consumers inclined to upgrade within Samsung rather than switch brands. Technology changes every two years, and users keep their phones for 2-4 years. Purchase decisions were influenced by advertising, aesthetics, desired features, quality, and brand image.

Dib and Msallam (2019) analyzed “The Effects of three Customer Perceptions (Perceived Quality, Brand Image, Price Fairness) on Customer Satisfaction and Brand Loyalty”. A combination of a convenience and judgmental sample survey of 584 mobile phone users, from undergraduate students of major universities in Damascus, was used to test the hypotheses. The results illustrate that customer satisfaction significantly affects customer loyalty. Also, the factors of perceived quality, brand image and price fairness affect Brand loyalty. Customer perception of perceived quality, brand image and price fairness are almost equally to build up the satisfaction. We suggest that managers should consider perceived quality and price fairness as foundations to build up customer satisfaction, Brand loyalty and, also to improve brand image as an added-on value for customers.

Aydin et al.(2019) analysed “The Effects of Customer Satisfaction and Trust on Customer Loyalty, and the Direct and Indirect Effect of Switching Cost” on Customer Loyalty”. The data set covered 1,662 mobile phone users in Turkey. The data were analyzed by moderated regression analysis to test the hypotheses. This study shows that the switching cost factor directly affects loyalty and has a moderator effect on both customer satisfaction and trust. Therefore, it plays a crucial role in winning customer loyalty. In short, it is a quasi-moderator. However, switching costs were measured as a unidimensional factor, but switching costs in fact contain psychological, financial and procedural subdimensions. Therefore, future research might measure the sub-dimensions of switching costs and examine their moderating effects. With respect to the findings, trust has more importance than customer

satisfaction in engendering loyalty, since trust contains belief in the brand, which provides positive outcomes not only in the present but also in the future. But customer satisfaction does not contain this dimension. So, the effect of trust on loyalty becomes greater than the effect of customer satisfaction.

Table 1
Summary of Empirical Review

Date	Article	Authors	Objectives	Methodology	Findings
(2023)	The Relationship between Mobile Phone Brands and Customer Satisfaction and Loyalty	Doostdar	The study trust brand equity are the most important factors influencing behavioral and attitudinal pattern of customer satisfaction and loyalty	market in Tehran among a random sample of 100 participants	Data were collected by administering a questionnaire in the target population of visitors
(2022)	Factors Influencing Brand Choice of Mobile Phones in Kathmandu Valley	Chapagain	the study revealed a positive correlation between brand image and customer brand choice,	Analyzed by moderated regression analysis	Similarly, they found a positive association between brand attitude and customer choice, suggesting that improving brand attitude enhances customer brand preference
(2022)	The Factors Influencing Mobile Phone Brand Preferences Among Dehradun's Youth	Negi	Advertising is crucial for promoting products and maintaining market presence	Analyzed by moderated regression analysis	This research focuses on how successful brands vary across regions and demographics, particularly targeting Dehradun's youth (aged 20 to 25) to understand their brand preferences

(2021)	Factors Which Affect the Youth's Brand Choice for Purchase of Mobile Phones	Nowlis	he data of the study was collected from the private university students of City	The study uses a self-administered questionnaire , which was distributed randomly among 110 students, to measure their brand choice criteria	The findings of the study show that Quality, brand image and recommendations by family and friends are the key variables that influence the brand choice of youths for mobile handset purchase in Peshawar Pakistan.
(2021)	Brand Preference of Professionals Towards Choosing Mobile Phone in Nepal	Sah	he substantial influence of branding on smartphone purchases	Analyzed by moderated regression analysis	Consequently, phone manufacturers must prioritize producing high-quality phones at lower costs to meet market demands.
(2021)	Factors Influencing Mobile Phone Purchase Decisions Among Youths in Kathmandu	Shrestha	the factors influencing their smartphone buying decisions	Analyzed by moderated regression analysis	Moreover, the findings from the Likert scale analysis reaffirmed these results, emphasizing the significant role of brand as the second most influential factor in shaping purchasing decisions
(2020)	Samsung Emerged as the Favored Mobile Phone Brand Among Individuals Aged 29-58	Maheswaris	notably government employees . Preferred features included call diversion, silent mode, vibration, alarm, mobile	Analyzed by moderated regression analysis	Brand loyalty was strong, with consumers inclined to upgrade within Samsung rather than switch brands. Technology changes every two years, and users keep their phones for 2-4 years. Purchase decisions

			banking, voice chat, and online payment		were influenced by advertising, aesthetics, desired features, quality, and brand image.
(2019)	The Effects of three Customer Perceptions (Perceived Quality, Brand Image, Price Fairness) on Customer Satisfaction and Brand Loyalty	Dib and Msallam	Customer perception of perceived quality, brand image and price fairness are almost equally to build up the satisfaction	A combination of a convenience and judgmental sample survey of 584 mobile phone users, from undergraduate students of major universities in Damascus, was used to test the hypotheses	The results illustrate that customer satisfaction significantly affects customer loyalty.
(2019)	The effects of customer satisfaction and trust on customer loyalty, and the direct and indirect effect of "switching cost" on customer loyalty	Aydin et al.	the switching cost factor directly affects loyalty	The data were analyzed by moderated regression analysis to test the hypotheses.	customer satisfaction does not contain this dimension. So, the effect of trust on loyalty becomes greater than the effect of customer satisfaction.

2.5 Research Gap

This gap in customer satisfaction and brand loyalty of mobile phones in the Kathmandu valley is particularly important in order to better understand the needs of the market. It is crucial to investigate customer satisfaction and loyalty in the Kathmandu valley due to the limited economic resources and the consequent demands of customers in the country. Furthermore, as mobile phones are becoming increasingly integral in daily life in the Kathmandu valley, it is essential for marketers to understand the level of customer satisfaction and loyalty in order to devise effective

strategies for gaining sustaining of competitive edge. The present research is thus conducted to address this knowledge gap. Customer satisfaction is quite a complex issue and there is a lot of debate and confusion about what exactly is required and how to go about it. With better understanding of customers' perceptions, companies can determine the actions required to meet the customers' needs.

Thus, this study has been carried out to analysis the customers' satisfaction and brand loyalty of mobiles phones in Kathmandu valley affect brand in buying decision of mobile phones in Kathmandu valley. The factors price, quality, availability in the market, incentive and profit margin determines the portion occupied by the individual brand (*Gyawali, 2020*). Thus, concluding the research gap particularly in Nepalese context, this study proposes a framework to determine the key factors affecting customer satisfaction and brand loyalty of mobile phones in Nepal. This research intends to fill a gap of examining customer satisfaction and brand loyalty of mobile phones in Kathmandu valley.

CHAPTER-III

RESEARCH METHODOLOGY

Research methodology is important to carry out research, which describes the entire methodological approaches employed in the study. It provides a basic framework on which the study is based. Research methodology is the analysis of specific topic by using proper method. Research methodology is a way to systematically solve the research problem. Mostly, in the case of the empirical studies, the consistencies of the findings are solely based on empirical methodologies it has employed.

3.1 Research Design

Research design adopted in the study is descriptive and causal comparative research designs to deal with the fundamental issues associated with various factors related with the customer satisfaction and brand loyalty of mobile phones in Kathmandu valley. This study adopts descriptive research design for fact finding and to identify adequate information about factors affecting customer satisfaction and brand loyalty of mobile phones in Kathmandu valley. This research design is a process of accumulating facts. It describes phenomenon as it exists. Such design involves the systematic collection and presentation of data to give clear picture of a particular situation. Descriptive research design helps to reduce data into manageable form. It is used to depict the accurate results and further describe about the sample.

This study also used the causal comparative research design to identify the customer satisfaction and brand loyalty of mobile phones in Kathmandu valley. This study employs Causal-comparative research design attempts to determine the cause or consequences of differences that already exist between the variables and the relationship between independent and dependent variables. This design has employed to assess the characteristics, opinions, and perception of respondents and the level of satisfaction and brand loyalty towards their mobile phones.

3.2 Population and Sample and Sampling Design

This study is based on primary sources of data. Total number of observations for the study consists of 400 respondents for analyzing the customer satisfaction and brand

loyalty of mobile phones in Kathmandu valley. For the selection of the sample respondent, convenience sampling has been used. This study is based on primary sources of data. Structured set of 5-point Likert Scale questionnaire will be distributed to the customer regarding the customer satisfaction and brand loyalty of mobile phones. The primary data will be used to extract the information from the customers regarding the perception of the customers' satisfactions and brand loyalty of mobile phone in Nepal.

3.3 Nature and Sources of Data and the Instrument of Data Collection

This study has been designed to understand the opinions of the respondents regarding customer satisfaction and Brand loyalty of mobile phones in Kathmandu valley. Structured questionnaire will be used to collect the required information from the customers using mobile phones. Online questionnaire shall be taken from each respondent by the investigator himself/herself. Structured question was distributed to the customers of Kathmandu valley. The respondents were from the students, working professionals and housewives of Kathmandu valley. Respondents will be humbly requested to provide the degree of agreement and disagreement in the five-point Likert scale questions ranging from (1 - strongly disagree to 5 – strongly agree).

3.4 Method of Analysis

This section gives a presentation on how the empirical data was used for research purpose to study customer satisfaction and Brand loyalty of mobile phones in Kathmandu valley.

First, all data were collected through questionnaire and then it was organized. After gathering all the completed questionnaires from the respondents, for the analysis and interpretation of the data; Microsoft Excel was used. Depending upon the nature of the question such as Likert scale where, 1= strongly disagree and 5= strongly agree used to measure the perception of the respondents about that statement.

The questionnaires were set up according to scale in which respondent were asked to express to what extent respondent agree or disagree about the customer satisfaction and brand loyalty of mobile phones in Kathmandu valley and the coding was followed

as per the rule. The questionnaire includes personal information about respondents such as gender, age, monthly family income, academic qualification, employment status.

The questionnaire considers various statements on brand image, perceived brand quality, brand switching cost, price fairness, brand experience, customer satisfaction and brand loyalty. These variables were used to determine the customer perception on customer satisfaction and brand loyalty of mobile phones in Kathmandu valley. This design was adopted to ascertain and understand the directions, magnitude and forms of observed customer satisfactions and brand loyalty of mobile phone in Kathmandu valley.

The study also used statistical package for the social sciences (SPSS) and Microsoft Excel for analyzing the data. These tools help to use few statistical techniques such as Cronbach's alpha, mean, standard deviation, Pearson's correlation. Cronbach's alpha was used to analyze the reliability and validity of the data. Different statistical tools such as mean, correlation and regression were used for the analysis.

3.4.1 Correlation Coefficient

Correlation is a statistical tool used to measure how strong a relation is between two variables. Correlations are useful because they can indicate a predictive relationship that can be exploited in practice. Degree and type of relationship between any two or more variables vary together over a period. Correlation value falls between -1 to +1. Values close to +1 indicates a high – degree of positive correlation, and values close to -1 indicate a high – degree of negative correlation. In this study, correlation is calculated for the respond provided in Likert scale to find the degree of relation between independent and dependent variables for all sample.

3.4.2 Regression Analysis

In this model, the dependent variable is the CS indicated by customer satisfaction. The independent variables are brand image, perceived brand quality, brand switching cost, price fairness and brand experience.

The model is presented as:

$$CS = \beta_0 + \beta_1 BI + \beta_2 PBQ + \beta_3 BSC + \beta_4 PF + \beta_5 BE + \varepsilon$$

Where,

β_0 = Intercept of the dependent variable

$\beta_1, \beta_2, \beta_3, \beta_4, \beta_5$ = Coefficient of the variables

CS= Customer satisfaction

BL=Brand loyalty

BI= Brand Image

PBQ= Perceived Brand Quality

BSC= Brand Switching Cost

PF=Price Fairness

BE=Brand Experience

ε = Error term

3.6 Research Framework and Definition of Variables

Conceptual framework is the theoretical structure of assumptions, principles, and rules that holds together the ideas comprising a broad concept. Conceptual framework is a group of concepts that are broadly defined and systematically organized to provide a focus, a rationale, and a tool for the integration and interpretation of information. Usually expressed abstractly through word models, a conceptual framework is the conceptual basis for many theories, such as communication theory and general systems theory. It can act like a map that give coherence to empirical inquiry as the conceptual framework are potentially so close to empirical inquiry, take different forms depending upon the research question or problem.

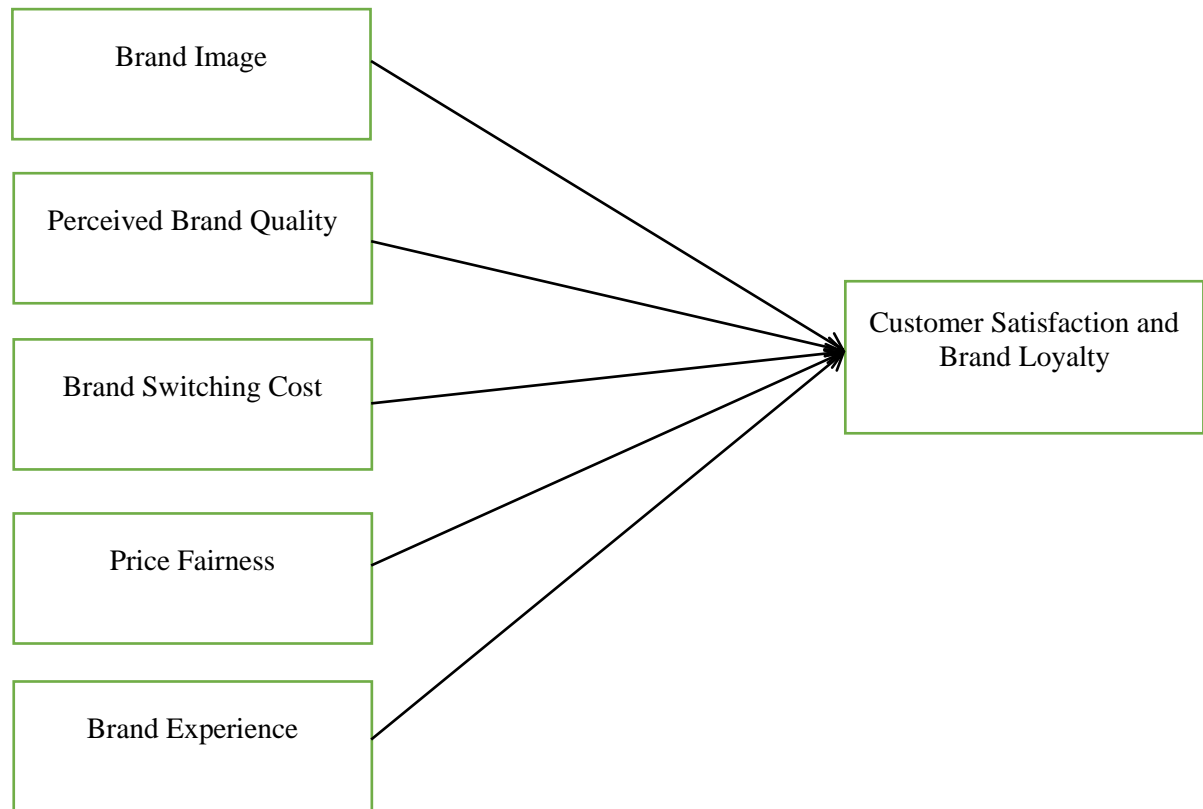
The major literatures have highlighted some key issues on customer satisfaction and brand loyalty of mobile phones in Kathmandu valley. This study has taken customer satisfaction and brand loyalty as dependent variables whereas brand image, perceived brand quality, brand switching cost, price fairness and brand experience are taken as independent variable. Based on these, the customer satisfaction and brand loyalty of mobile phones in Kathmandu valley determinants are constructed to form the study framework for the present study.

This figure shows the theoretical framework of the study. The dependent variable of this study is customer satisfaction and brand loyalty and independent variables of the

study are brand image, perceived brand quality, brand experience, brand switching cost and, price fairness.

Independent Variables

Dependent Variable



(Source: Dick & Basu, 1994)

Figure 1 Research Framework

Definition of Variables

Dependent Variable

Customer Satisfaction and Brand Loyalty

Customer satisfaction is an important issue nowadays for organizations for improving product and service quality and maintaining customer loyalty in this highly cutthroat competition (O'Loughlin et al. 2002). A critical motivation for the increasing stress on customer satisfaction is that higher customer satisfaction can lead to higher market share and profit by means of superior competitive position (Fornell et al.1992). Customer satisfaction is acts as a significant determinant of customer loyalty. Satisfied customers work as ambassadors for the product or service through word to mouth marketing (Fornell et al. 1996).

Brand loyalty has been the center of attention among academicians and practitioners for many decades (Moller and Hansen, 2006). Most of the studies on brand loyalty focused on the behavioral aspects and, less emphasis is given on the attitudinal brand loyalty. The attitudinal aspect has gotten more attention when they notice behavioral brand loyalty couldn't give them a comprehensive picture of loyalty. Behavioral loyalty considers proportional purchase, purchase sequence and probability of purchase (*Dick and Basu, 1994*).

Independent Variable

Brand Image

Brand image is defined as the perception of an organization that customers' hold in their memories. Because it works as a filter through which a company's whole operation is perceived, a corporate image reflects a company's overall reputation and prestige. *Lee et al. (2011)* stated brand image as perception about a brand as reflected by the brand association held in consumer memory. Consumers associate the brand with tangible and intangible attributes often it is represented by the feelings and thoughts the consumer have in their minds. The brand association easily helps customer's process information and retrieves when they made the purchasing decision because it recalls positive feelings and attitude towards the brand. Brand image can generate value in terms of helping customer to process information, differentiating the brand, generating reason to buy, give positive feelings, and providing a basis for extensions. Moreover, much research that applies signaling theory to an online environment finds that reputation plays an important role for consumers when determining the product quality of an online retailer (*Chen and Dubinsky, 2003*).

Perceived Brand Quality

Perceived quality has been defined as the consumer's judgments about a product's overall excellence or superiority. It differs from objectives quality. Perceived product quality is a global assessment characterized by a high abstraction level and refers to a specific consumption setting (*Zeithaml, 1998*). Johnson and Ettl (2001) describes perceived quality as the result of the product performance which in turn can be labeled as the degree of customization and freedom from defects, or how reliably the product meets customers' requirements. Objective quality refers to the actual

technical excellence of the product that can be verified and measured. The perceive quality of consumers has a great impact towards loyalty of the brand and company success. It plays a vital role to maintain a warm relationship and trust inside the customers. Thus, perceive quality grows stronger and keeps away from competitors. Pappu et al. (2005) developed a parameter to measure the quality of durable goods. According to them, easy access, serviceability, durability, performance and excellent feature determine the quality towards brand loyal customers.

Brand Switching Cost

Switching cost is cost incurred by a customer when they decided to switch to another brand. The cost might be one at a time, which includes financial and non-financial. The switching cost includes, “Searching cost, transaction cost, learning cost, customer habit, and emotional cost, cognitive effort, coupled with financial, social and physiological risk of part of the buyer”. Searching cost might include time and effort made in searching information and comparing alternative brand quality, price, serviceability, product warranty and another brand offering from competitive brand (*Burnham, 2003*).

Price Fairness

Price is the amount of money a buyer pays to a seller in exchange for a good or service. Price is the amount of money charged for the product or services, or the sum of value that customer exchange for benefits of having or using that product or services. The price decision has an impact on customer satisfaction. Price fairness is a very important issue that leads towards satisfaction. According to Oyeniya and Abiodun (2010), customers want a fair price for a product; otherwise, they will switch to other service providers offering lower prices. Dodds et al.(1991) stated that people not only may refrain from purchasing a product when they consider the price too high but may be suspicious of the quality of a product if its price is below what they consider acceptable.

Brand Experience

Brand experience is another most determining factor that influences the brand loyalty for mobile phones. The regression analysis shows that brand experience is a determining factor in the Nepalese market for determining brand loyalty. The brand

experience reinforces positive feelings and sentiments of their customers towards the brand, so it is considered to be valuable driving factor for brand loyalty. These theories go with our result and analysis. The consumer experience is generated from the interaction of consumer between tangible or intangible brand that arises as consumer responses after consuming a brand (*Brakus, 2009*).

CHAPTER-IV

RESULTS AND DISCUSSION

This chapter provides systematic presentation and analysis of primary data. Different statistical and regression model described in chapter three have been used for the study purpose. This section is divided into three sections. The first section deals with the presentation and analysis of primary data and presents the results of questionnaire survey. The second section covers the analysis of regression model including correlation analysis. The third section of this chapter deals with the concluding remarks associated on the basis of findings from primary data analysis.

4.1 Results

This study is primarily based on primary data analyses, which are mainly taken to evaluate the effectiveness of brand image, perceived quality, brand switching cost, brand experience, price fairness and their impact on customer satisfaction and brand loyalty of mobile phones. This section also presents the results of the questionnaire survey conducted among different group of customers within Kathmandu valley. Questionnaire survey was designed to understand the views of the respondents in relation to impact of selected brand specific factors on customer's satisfaction and brand loyalty of mobile phones. A set of questionnaires including personal information, closed-end multiple choice, yes/no questions, five-point Likert scale items are provided. The percentage, frequency, means value has been calculated to do the proper analysis of the data.

4.1.1 Demographic Profile of Respondents

The respondents' profile reveals the personal characteristics based on their gender, age group, family monthly income, academic qualification and employment status. The demographic factors are frequently used as a basis for understanding behavior of customers and their characteristics.

This section deals with gender, age group, family monthly income, academic qualification and employment status of customers which are shown in Table 4.1.

Table 2

Demographic Characteristics of Respondents

Respondents Character	Number of Responses	Percentage
Gender		
Male	224	56
Female	176	44
Total	400	100
Age Groups		
Below 20	52	13
21 to 27	256	64
28 to 34	64	16
35-41	20	5
42 and above	8	2
Total	400	100
Monthly family income		
Less than 15,000	14	3.5
15,000-25,000	56	14
25,000-35,000	100	25
35,000-45,000	78	19.5
More than 45,000	152	38
Total	400	100
Education Qualification		
Intermediate	76	19
Bachelor degree	186	46.5
Master degree	106	26.5
M.Phil./PHD	10	2.5
Professional or other degree	22	5.5
Total	400	100
Employment status		
Salaried	122	30.5
Business	62	15.5
Students	190	47.5
Unemployed	26	6.5
Total	400	100

(Source: Field Survey, 2024)

Gender is an important variable in expressing and giving the responses about the problem. Hence, the variable gender was investigated for this study. That majority of respondents (56 percent) are male and the rest of the respondents is female (44 percent).

Age is one of the most prominent characteristics that might affect the person's attitude and the way of looking and expressing any particular social phenomena. Hence, the variable age was investigated for this study. The column shows that majority of the respondents (64 percent) are between the age group 21-27 years followed by the age group between 28-34 years (16 percent), below 20 years (13 percent), 35-41 years (5 percent) and age group of 42 and above years (2 percent).

Out of the total respondents, majority of the respondent (38 percent) have monthly income of more than Rupees 45,000, followed by monthly income between Rupees 25,000-Rupees 35,000 (25 percent), monthly income between Rupees 35,000-Rupees 45,000(19.5 percent) and monthly income between Rupees 15,000-Rupees 25,000(14 percent), whereas least number of respondents has income of less than 15,000(3.5 percent).

Out of the total respondents, majority of the respondent have completed bachelor degree (46.5 percent), followed by master degree e (26.5 percent), intermediate (19 percent) and professional degree (5.5 percent) and M.Phil./PHD (2.5 percent).

On the basis of the employment status customers are categories as salaried, business students and unemployed. Out of the total respondents, majority of the respondents (47.5 percent) are students, followed by salaried person (30.5 percent), business person (15.5 percent) and unemployed (6.5 percent).

4.1.2 Descriptive Statistics

This section delves into the analysis of descriptive statistics, aiming to comprehend the respondents' perceptions regarding QR code scanning and customer satisfaction. Employing mean and standard deviation as key analytical tools, the study provides a nuanced examination of the collected data. The mean offers insights into the central tendency of the responses, indicating the average sentiment, while the standard deviation gauges the extent of variability, providing a comprehensive view of the overall respondent perception. Through these measures, the study elucidates the diverse perspectives within the dataset, shedding light on the nuanced attitudes towards QR code scanning and customer satisfaction among the participants.

Table 3

Summary of Descriptive Statistics

Code	Variables	N	Mean	S.D.
BI	Brand image	400	40.00	50.50
PB	Perceived brand quality	400	133.33	58.97
BSS	Brand switching cost	400	40.00	25.64
PF	Price fairness	400	40.00	35.52
BE	Brand experience	400	50.00	35.94
CUS	Customer Satisfaction and Brand Loyalty	400	75.83	65.50

(Source: SPSS)

Table 3 provides a comprehensive overview of the descriptive statistics for each variable, shedding light on the public's perception of various dimensions related to mobile phone and its impact on customer satisfaction. The variable Brand image exhibits a mean of 40.00 with a standard deviation (S.D.) of 50.50, indicating a moderate to high level of perceived benefits associated with mobile phone. Similarly, the variable Perceived brand quality has a mean of 133.33 and an S.D. of 58.97, suggesting a moderate level mobile phone. Moving on to Brand switching cost, it has a mean of 40.00 and an S.D. of 25.64, indicating a moderate perception of security in mobile phone.

The variable Price fairness displays a mean of 40.00 and an S.D. of 35.52, suggesting a moderate to high level of perceived self-efficacy in using mobile phone. Brand experience has a mean of 50.00 and an S.D. of 35.94, pointing toward a moderate to high ease of use associated with QR code scanning. Lastly, Customer Satisfaction shows a mean of 75.83 and an S.D. of 65.50 indicating a moderate to high level of customer satisfaction and brand loyalty with mobile phone.

4.1.3 Correlation Analysis

The correlation analysis has been carried out to examine and analyze the customer's perception towards customer satisfaction and brand loyalty of mobile phones in Kathmandu valley. The correlation measures the strengths of the relationship between the variables. The Kendall's correlation coefficients of different independent variables with customer satisfaction and brand loyalty of the study have been presented in the following

Table 4

Correlation Analysis

Variables	BI	PBQ	BSC	PF	BE	CS	BL
BI	1						
PBQ	.388**	1					
BSC	.408**	.243**	1				
PF	.449**	.298**	.447**	1			
BE	.405**	.357**	.344**	.398**	1		
CS	.365**	.440**	.211**	.338**	.442**	1	
BL	.379**	.333**	.341**	.350**	.420**	.541**	1

***. Correlation is significant at the 0.01 level (2-tailed).*

The table 4 shows that there is a positive relationship between brand image and the customer satisfaction. This indicates that better the brand image, higher would be the customer satisfaction. Likewise, perceived brand quality and the customer satisfaction also have a positive relationship. It means that better quality of a mobile brand helps customer to differentiate a brand from another and enhances its reputations thus, increase the customer satisfaction. Similarly, brand switching cost and the customer satisfaction are also positively correlated. It indicates that high switching cost minimizes customer's switching intentions and increases the customer satisfaction. Likewise, price fairness and the customer satisfaction are also positively correlated. It means that fair the price of mobile phone, higher would be the customer satisfaction.

Similarly, brand experience and the customer satisfaction are also positively correlated. It indicates that better the brand experience, higher would be the customer satisfaction of the customers.

This study found that there is a positive relationship between brand image and the brand loyalty. That indicates that better the brand image, higher would be the brand loyalty. Similarly, perceived brand quality and the brand loyalty are also positively correlated. It means that better quality of a mobile brand helps customer to differentiate a brand from another and enhances its reputations thus, increase the customer satisfaction. Likewise, brand switching cost and brand loyalty also has a positive correlation. It means that lower the brand switching cost, lower will be the brand loyalty. Similarly, price fairness and the brand loyalty are also positively correlated. It means that fair the price of mobile phone, higher would be the brand loyalty. Similarly, brand experiences are also positively correlated. It indicates that higher the brand experience, higher would be the brand loyalty.

4.1.4 Multiple Regression Analysis

As part of this study, regression analysis was also performed on the collected data. It was performed to understand the variability and significance of the variables taken under the study. The independent variables for this study were brand image, perceived brand quality, brand switching cost, price fairness, brand experience whereas the dependent variable for this study was customer satisfaction and brand loyalty.

The regression model that is used under the study is:

$$CS = \beta_0 + \beta_1 BI + \beta_2 PBQ + \beta_3 BSC + \beta_4 PF + \beta_5 BE + \varepsilon$$

Where,

CS = Customer Satisfaction BI= Brand Loyalty PBQ= Perceived Brand Quality
BSC= Brand Switching Cost PF= Price Fairness BE = Brand Experience ε = Error term $\beta_1, \beta_2, \beta_3$ and β_4 = coefficient of independent variables: BI, PBQ, BSC, PF and BE respectively.

Multiple Regression Analysis

Model Summary

Table 5

Multiple Regression Analysis

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.861 ^a	.741	.734		.44234

a. Predictors: (Constant), BI,PBQ,BSC,PF,BE

(Source: SPSS)

The table 5 regression model shows the model is fit. It is significant for this model. R square (74.1%) variance in dependent variable can be explain by independent variable.

ANOVA test

Table 6

ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	81.192	4	20.298	103.74	.000 ^b
	Residual	28.371	145	.196	1	
	Total	109.563	149			

a. Dependent Variable: CS

b. Predictors: (Constant), BI,PBQ,BSC,PF,BE

(Source: SPSS)

This ANOVA test shows the significant importance of dependent variable. There are mean square value is 20.298, f- test is 103.741 and regression of sum of squares is 81.192. There are five independent variables brand image, perceived brand quality, brand switching cost, price fairness and brand experience.

4.2 Major Findings

- The study's conclusions regarding the customer satisfaction and brand loyalty of mobile phones in Kathmandu valley are further discussed in this part and are listed below. The analysis of the respondents' profiles reveals a disparity between the proportion of male and female respondents of almost 12%. It suggests that male participation in the respondents is higher than female involvement. Where, 56% respondents are male and 44% respondents are females. Similarly, 64% respondents are the age group between 21 to 27 age group. This age group dominates the other age group respondents. Followed by, 16% are 28 to 34 age group, 13% are below 20 age group, 5% are 35 to 41 age group and least was 42 and above age group. In contrast to other age groups in Nepal, it demonstrates that young people are more involved in response.
- The study found that majority of the respondents was graduates. According to the data, 46.5 percent of the respondents were bachelor graduate. In the same way, 26.5 percent respondents were master holders. Followed by, 19 % were intermediate, 5.5% were professional and 2.5 were MPhils respondents.
- The profile of respondents' revenue levels reveals that the majority of them earn more than 45000. It was almost 38% respondents earn the more than 45000. This demonstrates most of the respondents are qualified and earn good salary according to the data. Followed by, 25000 to 35000 earning respondents were 25%, 35000 to 45000 earning group were 19.5%, 15000 to 25000 earning respondents were 14% and just 3.5% were earned less than 15000.
- According to the respondents' prior job history, the majority of respondents have students with 47.5 percentage. Similarly, 30.5 percent respondents were service industry, 15.5 percent respondents were business field and only 6.5 percent respondents were unemployed. It shows that majority of respondents are students and service sector people.
- The result of correlation analysis shows that the five variables brand image, perceived brand quality, brand switching cost, price fairness and brand experience have positive correlation with the level of customer satisfaction and brand loyalty.
- There is significant relationship between perceived brand quality and customer satisfaction and brand loyalty as the P-value is 0.000 which is less than 0.05.

Thus, mobile phones brand quality has positive and significant impact on customer satisfaction and brand loyalty.

- There is significant relationship between price fairness and customer satisfaction and brand loyalty as the P-value is 0.000 which is less than 0.05. There exist positive and significant relationship between mobile price fairness and customer satisfaction and brand loyalty.
- There is significant relationship between brand image and customer satisfaction and brand loyalty as the P-value is 0.0045 which is greater than 0.05. This shows that positive relation between brand image and customer satisfaction and brand loyalty.
- There is no significant relationship between brand switching cost and customer satisfaction and brand loyalty as the P-value is 0.063 which is greater than 0.05. The result shows that brand switching cost less impact on customer satisfaction and brand loyalty.
- There is no significant relationship between brand experience and customer satisfaction and brand loyalty as the P-value is 0.723 which is greater than 0.05. The result shows that brand experience less impact on customer satisfaction.

4.3 Discussion

The overall study finding is presented in this part, and it is supported by findings from earlier research in the field. To investigate the connection between various variables and customer satisfaction and brand loyalty of mobile phones in Kathmandu, Nepal with the previous studies made in this area, this is being done in light of the findings from the analysis made in the previous section out of 250 surveyors. A 100% response rate was shown in the statistics. Since education level is one of the factors influencing respondents' degree of thinking and judgment, it is taken into account when conducting the research. The maximum number of phone users, or 46.5, are graduates, it has been discovered. It demonstrates that the same number of individuals who are educated as in the earlier Indian research study.

Secondly, the descriptive statistics of all determinants of customer's satisfaction had a mean value of more than 3 which indicates that all the factors are determining factors of customer satisfaction and brand loyalty. Among all the service quality dimensions,

customer's knowledge had the highest mean value of 3.636, followed by brand image, perceived brand quality, price fairness with a mean value of 3.568, 3.522 and 3.586 respectively. Similarly, the average score of customer satisfaction was 3.422. With regards to factors that customer consider satisfaction and brand loyalty while working in Kathmandu Valley the result shows that the customer considers brand image, perceived brand quality, price fairness as the main factor. While comparing the research result obtained with the past research, the research is consistent with previous studies. The study conducted by Izverciana potra and Ivascu (2016), "A satisfied customer is a quality brand" in which determinants of satisfaction of customer and found that customer satisfaction had a positive and significant relationship with customer satisfaction and brand loyalty. This study concluded that customer's satisfaction will enhance an individual's ability towards customer satisfaction. In addition to this, a similar study showed brand switching cost and brand experience had a negative and insignificant relationship with customer satisfaction which is consistent with the current study. However, the finding further opposes a study by (Pauceanu, Hisam & Sanyal, 2016) which found a positive and significant relationship between customer's satisfaction and brand loyalty of Kathmandu Valley. The findings of (Paulin & Suneson, 2015) concluded that perceived brand quality has positive and significant relationship between brand image provided by customer satisfaction and brand loyalty. Which is consistent with this study that has found that there is significant relationship between brand image and customer satisfaction. Likewise, the current research result contradicts with the finding of (Navimipour & Charband, 2016), as the study concluded that there is significant relationship between brand image on mobile phones with customer satisfaction. However, current study result shows that relationship between brand switching and brand experience mobile phone with customer satisfaction is insignificant.

The relationship between dependent and independent variables has been examined using descriptive statistics and correlation coefficient techniques. It has been discovered that the customer satisfaction factor has a strong positive correlation with customer satisfaction and the highest correlation coefficient of any factor. It implies that the customer gives more thought to the buying mobile phone, what people think and say about it, and what future demand is anticipated.

CHAPTER-V

SUMMARY AND CONCLUSION

This chapter presents the brief summary of the entire study and highlights major findings of the study. Besides, the major conclusions of this study are also discussed in separate section of this chapter. The conclusion is followed by the implications regarding the customer satisfaction and brand loyalty of mobile phones in Kathmandu valley. Finally, this chapter presents the recommendation regarding customer satisfaction and brand loyalty of mobile phones in Kathmandu valley and scope of the future study in this field.

5.1 Summary

Mobile phone has become part and parcel of daily people life, but companies need to develop and to come up with new product with functions. Mobile phone markets now have become very competitive with rapid technology development that facilitates the production of new brands of mobile phones (*Hamad, 2014*). Mobile sets appeared in the hands of average users for the first time and were soon becoming the norms and portable to carry anywhere (*Goodwin, 2016*).

According to Khristianto et al. (2012), customer satisfaction is commonly viewed as a result of comparison between the consumption expectation and experience; and customer satisfaction is achieved when the final deliverable (i.e., experience) meets or exceeds a customer's expectation. Satisfaction and loyalty are the key element that determines the success of market concept implementation (*Khristianto et al.2012*). Satisfied customers are most likely to have the intention to repurchase if the service provider reached or exceeded their expectation (*Alam and Yasin, 2010*). Brand loyalty means consumers tend to pay high prices to a certain brand within the same product group and advise that brand to the people around them (*Giddens, 2002*).

Newman and Werbel (1973) found positive relationships between brand loyalty and satisfaction with the old product, and age of the household head and the presence of young children. When people become loyal to your brand it's easy to launch new brand or come up with any change in existing product or brand. Customers'

satisfaction level varies depending on the alternatives available in the market (*Afsar et al. 2010*).

The major objective of this study is to examine factors affecting customer satisfaction and brand loyalty of mobile phones in context of Kathmandu valley. The other specific objectives are to analyze the perception of customers on the level of brand specific factors (brand image, perceived brand quality, brand experience, brand switching costs and price fairness) of mobile phone brands in Kathmandu valley, to identify the relationship of selected mobile phone brand specific factors on with customer satisfaction and brand loyalty, to examine the impact of selected mobile phone brand specific factors on customer satisfaction and brand loyalty, to find out the most important mobile phone brand specific factor affecting customer satisfaction and brand loyalty.

This study is based on the primary source of data. The primary sources of data have been used to access the opinion of the respondents regarding the perception of customers on the customer satisfaction and brand loyalty of mobile phones in Kathmandu valley. The total number of observations for the study consists of 250 respondents. To achieve the objective of the study structured question were prepared. The questionnaire has been conducted to know the opinions of the customers' factors affecting customer satisfaction and brand loyalty of mobile phones. A set of questionnaires was prepared and distributed to the customers of sample of mobile users in Kathmandu valley. The questions were designed to get the views and other relevant information from the respondents. Data were collected using well formulated questionnaire which were well-adjusted, validated and pretested. The respondent represents 200 mobile users of Kathmandu valley.

Descriptive statistics, correlation coefficient and regression analysis has been applied to estimate the relationship between dependent variables customer satisfaction and brand loyalty and independent variables are brand image, perceived brand quality, brand switching cost, price fairness, and brand experience. SPSS statistics package has been used to process the collected data.

5.2 Conclusion

The major conclusion of this study is that brand image, perceived brand quality and brand switching cost are major factors affecting customer satisfaction and brand loyalty of the mobile phones in Kathmandu valley. The study reveals that brand image, perceived brand quality, brand switching cost, brand experience and price fairness has positive relationship with customer satisfaction and brand loyalty indicating the effective brand image, perceived brand quality, brand switching cost, brand experience and price fairness, higher would be the customer satisfaction and brand loyalty.

The study also concludes that the customer satisfaction and brand loyalty of mobile phones in Kathmandu valley is satisfactory. The study reveals that customers are satisfied with the mobile phones they are using currently in Kathmandu valley.

5.3 Implications

The major recommendations to improve the factors affecting customer satisfaction and brand loyalty of mobile phones in Kathmandu valley are explained below:

- The study observed a positive relationship between the brand image and the customer satisfaction. Hence, the mobile companies willing to increase the customer satisfaction should focus on increasing brand image.
- The study identified that there is positive relationship between the perceived brand quality and the customer satisfaction. So, the mobile companies should focus on the perceived brand quality in order to increase the customer satisfaction.
- The study assessed that there is positive relationship between brand switching cost and the customer satisfaction. Thus, in order to increase the level of customer satisfaction, the mobile companies should focus on increasing switching cost.
- The study analyzed the positive relationship between the price fairness and the customer satisfaction. Hence, the mobile companies should offer fair price to increase the level of customer satisfaction.
- The study assessed that there is positive relationship between brand switching cost and the customer satisfaction. Thus, in order to increase the level of

customer satisfaction, the mobile companies should give more emphasis on maintaining pleasant brand experience by offering products with excellent features to increase customer brand experience.

- The study observed a positive relationship between the brand image and the brand loyalty. Hence, the mobile companies willing to increase the brand loyalty should focus on increasing brand image.
- The study identified that there is positive relationship between the perceived brand quality and the brand loyalty. So, the mobile companies should focus on the perceived brand quality in order to increase the brand loyalty.
- The study assessed that there is positive relationship between brand switching cost and the customer satisfaction. Thus, in order to increase the level of customer satisfaction, the mobile companies should focus on increasing switching cost.
- The study analyzed the positive relationship between the price fairness and the brand loyalty. Hence, the mobile companies should offer fair price to increase the level of brand loyalty.
- The study assessed that there is positive relationship between brand experience and the brand loyalty. Thus in order to increase the level of brand loyalty; the mobile companies should give more emphasis on maintaining pleasant brand experience by offering products with excellent features to increase customer brand experience.

REFERENCES

- A., P., Zeithaml, V. A., & Berry, L. L. (1996). The Behavioral Consequences of Service Quality. *Journal of Marketing*, 60 (2), 31-36.
- Aaker, D. A. (1996). Measuring Brand Equity Across Products and Markets. *California Management Review*, 38 (3), 102-120.
- Alloza, A. (2008). Brand engagement and brand experience at BBVA, the transformation of a 150 years old company. *Corporate Reputation Review*, 11 (4), 371-379.
- Anderson, E., Fornell, C., & Lehmann, D. (1994). Customer satisfaction, market share, and profitability: Findings from Sweden. *The Journal of Marketing*, 4 (1), 53-66.
- Aydin, S., & Özer, G. (2005). The analysis of antecedents of customer loyalty in the Turkish mobile telecommunication market. *European Journal of Marketing*, 39 (78), 910-925.
- Bayraktar, E., Tatoglu, E., Turkyilmaz, A., Delen, D., & Zaim, S. (2012). Measuring the Efficiency of Customer Satisfaction and Loyalty for Mobile Phone. *Expert Systems with Applications*, 39(1), 99-106.
- Bee, A. (2009). Market share strategies in the pharmaceutical industry. *Unitar e-Journal*. 5 (1), 129-169.
- Boora, K., & Singh, H. (2011). Customer Loyalty and its Antecedents: A Conceptual Framework. *APJRB*, 2 (1), 151-164.
- Burnham, T. A., Frels, J. K., & Mahajan, V. (2003). Consumer Switching Costs: A Typology, Antecedents, and Consequences. *Journal of the Academy of Marketing Science*, 10 (14), 31-38.
- Cai, L. A. (2002). Cooperative branding for rural destinations. *Annals of Tourism Research*, 1 (3), 29-40.
- Carman, J. M. (1990). Consumer Perceptions Of Service Quality: An Assessment Of The SERVQUAL Dimensions. *Journal of Retailing*, 66 (1), 33-47.
- Dick, A. S., & Basu, K. (1994). Customer Loyalty: Toward an Integrated Conceptual Framework. *Journal of the Academy of Marketing Science*, 2 (1), 22-23.
- Dimitriades, Z. S. (2006). Customer satisfaction, loyalty and commitment in service organizations: Some evidence from Greece. *Management Research News*, 29(12), 782-800.

- Doostdar, M., Pazhoomand, B. R., & Alizadeh, M. (2013). The Impact of Mobile Phone Brands on Customer Satisfaction and Loyalty. *International Research Journal of Applied and Basic Sciences*, 5 (8), 957-961.
- Ferle, C. (2008). Determinants of materialism among adolescents in Singapore. *International Journal of Advertising and Marketing to Children*, 9 (3), 201-214.
- Frow, J. (2002). Signature and brand, in colls,J.(Ed),High-pop:Making culture into public entertainment, *International Journal of Advertising and Marketing*, 1 (4), 56-74.
- Hamad, S. (2014). Mobile phone brand loyalty and repurchase intention. *European Journal of Business and Management*, 6 (26), 69-72.
- Hassan, A. (2008). Customer satisfaction and retention strategy in marketing. *MRL Journal*, 6(26), 69-72.
- Hill, N., & Alexander, J. (2006). *The Handbook of Customer Satisfaction and Loyalty Measurement*. London: Routledge.
- Kotler, P. (2000). *Marketing Management Kotler-Millennium Edition*. New Jersey: Prentice-Hall, Inc.
- Kotler, P., & Armstrong, G. (2019). *Principles of Marketing*. New Jersey: Pearson.
- Kuikka, A. & Laukkanen, T. (2022). Brand loyalty and the role of hedonic value. *Journal of Product & Brand Management*, 21 (7), 529-537.
- Kurdnaj, A. (2018). Customer satisfaction as the most important challenge of the automotive industry in Iran. Tehran. *Saipa Andisheh Gostar*, 5 (8), 27-28.
- Lazarevic, V. (2017). Encouraging brand loyalty in fickle generation Y consumers. *International Journal of Advertising and Marketing to Children*, 3 (1), 45-61.
- Milutinovic, M., Barac, D., Despotovic, M. Z., Markovic, A., & Radenkovic, B. (2018). Developing Mobile Application for Learning Japanese Language. *FONJAPGO Management*, 16(60), 27-34.
- Morris, H. B., & Kim, C. P. (2018). Quality and value in the consumption experience: Phaedrus rides again. In J. Jackoby, & J. Olson, *Perceived Quality* (pp. 31(2): 31-57.). Lexington, MA: Lexington Books.
- Oliver, G. & R.L. (2018). Whence Consumer Loyalty? *Journal of Marketing*, 63(4), 33-44.

- Pandey, D., & Joshi, P. R. (2019). Service Quality and Customer Behavioral Intentions: A Study in the Hotel Industry. *California Journal of Operations Management*, 8(2), 72-81.
- Pourdehghan, A. (2019). The impact of marketing mix elements on brand loyalty: A case study of mobile phone industry. *Marketing and branding research*, 2 (1), 44-63.
- Rajagopal, R., Luchs, M. G., Naylor, R. W., & Irwin, J. R. (2020). The Sustainability Liability: Potential Negative Effects of Ethicality on Product Preference. *Journal of Marketing*, 74 (5), 18-31.
- Roest, H., & Pieters, R. (2020). The nomological net of perceived service quality. *International Journal of Service Industry Management*, 8 (4), 336-351.
- Rust, R. T., & Oliver, R. W. (2021). The Death of Advertising. *Journal of Advertising*, 4 (1), 23-26.
- Seongwon, P., Kwangeak, K., & Bong Gyou, L. (2021). Developing English Learning Contents for Mobile Smart Devices. In P.J. James, Y.T. Laurence & L. Changhoon (Eds.), 45 (30), 264-271.
- Sharma, N., & Patterson, P. G. (2021). Switching costs, alternative attractiveness and experience as moderators of relationship commitment in professional, consumer services. *International Journal of Service Industry Management*, 5 (11), 470-490.
- Shen, X., Tan, K., & Xie, M. (2022). An integrated approach to innovative product development using Kano's model and QFD. *European journal of Innovation Management*, 3 (2), 97-99.
- Shenge, N. A. (2022). Impact of Country-of-Origin and Price on Product's Advertisement Efficacy. *Journal of Social Sciences*, 10 (9), 23-24.
- Shukla, P. (2022). Impact of contextual factors, brand loyalty and brand switching on purchase decisions. *Journal of Consumer Marketing*, 348-357.
- Silva, R. V., & Alwi, S. F. (2022). Cognitive, affective attributes and conative, behavioural responses in retail corporate branding. *Journal of Product & Brand Management*, 15 (5), 293-305.
- Thiele, R. S., & Bennett, R. (2023). A brand for all seasons? A discussion of brand loyalty approaches and their applicability for different markets. *Journal of Product & Brand Management*, 10(1), 25-37.

- Tsiotsou, R. (2023). Perceived Quality Levels and their Relation to Involvement, Satisfaction, and Purchase Intentions. *Marketing Bulletin*, 16 (10), 60-62.
- Wang, X., & Yang, Z. (2023). The Effect of Brand Credibility on Consumers' Brand Purchase Intention in Emerging Economies: The Moderating Role of Brand Awareness and Brand Image. *Journal of Global Marketing*, 1 (3),9-10.

APPENDICES
APPENDIX-I
QUESTIONNAIRE

Dear respondents,

I am undertaking research on “Customer Satisfaction and Brand Loyalty of Mobile Phones in Kathmandu Valley” as the requirements of the MBS degree through Shanker Dev Campus Putalisadak, Kathmandu, Nepal.

Your participation by providing few minutes of your busy schedule to answer the questions appearing in the enclosed questionnaire will be highly appreciable. Your ideas and information will be of great importance for my research. I do assure you that your information will be kept confidential. So, please do not hesitate to respond according to what you think appropriate.

Thank you for your cooperation.

Lokendra Thapa

MBS (Marketing)

Shanker Dev Campus Putalisadak, Kathmandu, Nepal

Section 1: General information of the respondent

Please mention your gender. (Make the tick (✓) mark)

1.1	Male	<input type="checkbox"/>
	Female	<input type="checkbox"/>
	Other's	<input type="checkbox"/>

Please mention your age category. (Make the tick (✓) mark)

1.2	Below 20	<input type="checkbox"/>
	21-27	<input type="checkbox"/>
	28-34	<input type="checkbox"/>
	42 and above	<input type="checkbox"/>

Please mention your monthly family income. (Make the tick (✓) mark)

1.3	Less than 15,000	<input type="checkbox"/>
	15,000-25,000	<input type="checkbox"/>
	25,000-35,000	<input type="checkbox"/>
	35,000-45,000	<input type="checkbox"/>
	More than 45,000	<input type="checkbox"/>

Please mention your educational qualifications. (Make the tick (✓) mark)

1.4	Intermediate	<input type="checkbox"/>
	Bachelor degree	<input type="checkbox"/>
	Master degree	<input type="checkbox"/>
	M.Phil./PHD	<input type="checkbox"/>
	Professional or other degree	<input type="checkbox"/>

Please mention your employment status. (Make the tick (✓) mark)

1.5	Salaried	<input type="checkbox"/>
	Business	<input type="checkbox"/>
	Students	<input type="checkbox"/>
	Unemployed	<input type="checkbox"/>

Please mention your currently owned mobile phone quantity. (Make the tick (✓) mark)

1.6	One	<input type="checkbox"/>
	Two	<input type="checkbox"/>
	Three	<input type="checkbox"/>
	More than three	<input type="checkbox"/>

Please mention price range of your mobile phones. (Make the tick (✓) mark)

1.7	Below 10,000	<input type="checkbox"/>
	10,000-20,000	<input type="checkbox"/>
	20,000-30,000	<input type="checkbox"/>
	30,000-40,000	<input type="checkbox"/>
	40,000-50,000	<input type="checkbox"/>

Please mention brand of mobile phones you own. (Make the tick (✓) mark)

1.8	Samsung	<input type="checkbox"/>
	Xiaomi	<input type="checkbox"/>
	Apple	<input type="checkbox"/>
	Oppo	<input type="checkbox"/>
	Vivo	<input type="checkbox"/>
	Huawei	<input type="checkbox"/>

	One Plus	<input type="checkbox"/>
	Nokia	<input type="checkbox"/>
	Others	<input type="checkbox"/>

Please mention how frequently you change your mobile phones. (Make the tick (✓) mark)

1.9	Every year	<input type="checkbox"/>
	Every month	<input type="checkbox"/>
	Every week	<input type="checkbox"/>
	Always the same phone	<input type="checkbox"/>
	When it is feasible	<input type="checkbox"/>

Please mention is customer satisfaction affecting brand loyalty of mobile phones. (Make the tick (✓) mark)

1.10	Highly affected	<input type="checkbox"/>
	Moderately affected	<input type="checkbox"/>
	Nominally affected	<input type="checkbox"/>
	Not affected	<input type="checkbox"/>
	Don't know	<input type="checkbox"/>

Responses on dimension of mobile phone brand

S.N.	Questions	YES	NO
1	Does your mobile phone meet all your requirement?	<input type="checkbox"/>	<input type="checkbox"/>
2	Have you ever decided to switch to another brand of mobile phone?	<input type="checkbox"/>	<input type="checkbox"/>
3	Are you satisfied with the price you paid for your mobile phone?	<input type="checkbox"/>	<input type="checkbox"/>
4	Would you consider yourself loyal to any specific brand of mobile phone?	<input type="checkbox"/>	<input type="checkbox"/>

5	Do you recommend your mobile to others?	<input type="checkbox"/>	<input type="checkbox"/>
---	---	--------------------------	--------------------------

Section 2: Respondent's opinions regarding brand image

Please indicate (✓) to show the degree to which you agree or disagree on the following Statements.

Statements	(1) <i>strongly disagree</i>	(2) <i>disagree</i>	(3) <i>neutral</i>	(4) <i>agree</i>	(5) <i>strongly agree</i>
I think that my mobile phone is number one among mobile phone brands available in the market	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think my mobile phone is well known and prestigious	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other people judge me by the kind of mobile phone I use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think my mobile phone is elegant and fashionable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have clear understanding on this brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section 3: Respondent's opinions regarding brand quality

Statements	(1) <i>strongly disagree</i>	(2) <i>disagree</i>	(3) <i>neutral</i>	(4) <i>agree</i>	(5) <i>strongly agree</i>
The overall performance of my mobile phone is good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think my mobile phone brand have reputation for high quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My mobile introduces different features time and again to meet the customer requirements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

My mobile phone brand offers very durable products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My mobile phone is reliable and trustworthy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section 4: Respondent's opinions regarding switching cost

Statements	(1) <i>strongly disagree</i>	(2) <i>disagree</i>	(3) <i>neutral</i>	(4) <i>agree</i>	(5) <i>strongly agree</i>
I'm afraid that my choice of another mobile brand may reduce the esteem I have among my friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I don't have time to get the information and fully evaluate a new cell brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If this brand were to raise their prices, I would continue to buy their products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I'm afraid that if I change my mobile phone to another brand, I will lose important files that I have in it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It requires effort to learn and understand new features and setting of a new mobile phone, it seems difficult	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section 5: Respondent's opinions regarding price fairness

Statements	(1) <i>strongly disagree</i>	(2) <i>disagree</i>	(3) <i>neutral</i>	(4) <i>agree</i>	(5) <i>strongly agree</i>
The price of my mobile phone changes time and again	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The price of my mobile phone is reasonable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The price of my mobile phone is comparatively better than the other mobile brand in Kathmandu valley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The price of my mobile phone is same in all place of Kathmandu valley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think lower price does not guarantee higher satisfactions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section 6: Respondent's opinions regarding brand experience

Statements	(1) <i>strongly disagree</i>	(2) <i>disagree</i>	(3) <i>neutral</i>	(4) <i>agree</i>	(5) <i>strongly agree</i>
I think my mobile phone brand products go with my way of life style and personality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think this brand induces feelings and sentiments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think this mobile brand relate to the pleasant experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My mobile brand increases the desires to learn new things	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

I think my mobile brand offers products with excellent features	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
---	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Section 7: Respondent’s opinions regarding customer satisfactions

Statements	(1) <i>strongly disagree</i>	(2) <i>disagree</i>	(3) <i>neutral</i>	(4) <i>agree</i>	(5) <i>strongly agree</i>
I'm satisfied with my mobile phone which I'm using	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would recommend my mobile phone brand to my friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My mobile phone is a good value for the money I paid	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I don't think of switching to another mobile easily	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"I'm much more comfortable with the features and software system of my mobile phone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section 8: Respondent’s opinions regarding brand loyalty

Statements	(1) <i>strongly disagree</i>	(2) <i>disagree</i>	(3) <i>neutral</i>	(4) <i>agree</i>	(5) <i>strongly agree</i>
I consider myself loyal to my mobile phone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would choose my current mobile phone brand even if the other mobile brand possessed same features as my current	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

mobile brand					
My mobile brand is my first choice among another mobile brand available in the market	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If I could I would rather change to another company's mobile brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often tell positive things about my mobile brand to other people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Thank You for Providing Your Precious Time to Fill this Questionnaire!!!

APPENDIX-II

Number of mobile phones currently used by individual customer

Number	Frequency	Percentage
1	133	66.5
2	50	25
3	9	4.5
More than 3	8	4

Price range of mobile phones

Price range	Frequency	Percentage
Below 10,000	9	4.5
10,000-20,000	50	25.0
20,000-30,000	62	31.0
30,000-40,000	31	15.5
40,000-50,000	12	6.0
Above 50,000	36	18.0

Responses regarding brand of mobile phones recently used

Mobile phones brand	Frequency	Percentage
Samsung	78	39
Xiaomi	10	5
Apple	34	17
Oppo	5	2.5
Vivo	12	6
Huawei	19	9.5
One Plus	5	2.5
Nokia	5	2.5
Others	32	16

Responses regarding frequency of change in mobile brands

Duration	Frequency	Percentage
Every year	35	17.5
Every month	5	2.5
Every week	1	.5
Always the same phone	15	7.5
When it is feasible	144	72.0

Responses regarding customer satisfaction affecting brand loyalty

	Frequency	Percentage
Highly affected	98	49.0
Moderately affected	58	29.0
Nominally affected	19	9.5
Not affected	8	4.0
Don't know	17	8.5

Responses on dimension of mobile phone brand

Respondents were asked for their agreement or disagreement on different dimensions of mobile phone brand they are currently equipped with. The results are presented in

Responses on dimension of mobile phone brand

SN	Questions	Frequency of responses				Total
		Yes	%	No	%	
1	Does your mobile phone meet all your requirement?	137	68.5	63	68.5	200
2	Have you ever decided to switch to another brand of mobile phone?	110	55	90	45	200
3	Are you satisfied with the price you paid for your mobile phone?	149	74.5	51	25.5	200
4	Would you consider yourself loyal to any specific brand of mobile phone?	127	63.5	73	36.5	200
5	Do you recommend your mobile to others?	153	76.5	47	23.5	200

Customer perception on brand image, perceived brand quality, brand experience, brand switching cost, price fairness, customer satisfaction and brand loyalty

This section provides the information on the customers' perception on the level of selected brand specific factors. The respondents were asked question regarding their view on the level of brand image, perceive brand quality, brand experience, brand switching cost, price fairness, customer satisfaction and brand loyalty

Respondent's opinions regarding brand image

This table shows the percentage, frequency, mean of the customer perception regarding customer satisfactions and brand loyalty. The statement based on brand image and is measured in five Likert scales 1 as strongly disagree ,2 as disagree, 3 as neutral, 4 as agree and 5 as strongly agree.

Statements		1	2	3	4	5	Total(N)	Mean
I think that my mobile phone is number one among mobile phone brands available in the market	F	11	9	40	64	76	200	3.92
	(%)	5.5	4.5	20	32	38	100	
	Avg (%)	10		20	70			
I think my mobile phone is well known and prestigious	F	3	11	26	81	79	200	4.11
	(%)	1.5	5.5	13	40.5	39.5	100	
	Avg (%)	7		13	80			
Other people judge me by the kind of mobile phone I use.	F	26	23	57	55	39	200	3.29
	(%)	13	11.5	28.5	27.5	19.5	100	
	Avg (%)	24.5		28.5	47			
I think my mobile phone is elegant and fashionable	F	7	19	49	81	44	200	3.68
	(%)	3.5	9.5	24.5	40.5	22	100	
	Avg (%)	13		24.5	62.5			
I have clear understanding on this brand	F	10	42	57	54	37	180	3.33
	(%)	5	21	28.5	27	18.5	100	
	Avg (%)	26		28.5	45.5			
Total weighted average								3.67

Respondent's opinions regarding brand quality

This table shows the percentage, frequency, mean of the customers perception regarding customer satisfactions and brand loyalty the statement based on brand quality and is measured in five Likert scales 1 as strongly disagree ,2 as disagree, 3 as neutral, 4 as agree and 5 as strongly agree.

Statements		1	2	3	4	5	Total(N)	Mean
The overall performance of my mobile phone is good	F	49	60	48	25	18	200	2.51
	(%)	24.5	30	24	12.5	9	100	
	Avg (%)	54.5		24	21.5			
I think my mobile phone brand have reputation for high quality	F	4	12	24	65	95	200	4.18
	(%)	2	6	12	32.5	47.5	100	
	Avg (%)	8		12	80			
My mobile introduces different features time and again to meet the customer requirements	F	5	11	42	85	57	200	3.90
	(%)	2.5	5.5	21	42.5	28.5	100	
	Avg (%)	8		21	71			
My mobile phone brand offers very durable products	F	3	14	43	70	70	200	3.95
	(%)	1.5	7	21.5	35	35	100	
	Avg (%)	8.5		21.5	70			
My mobile phone is reliable and trustworthy	F	7	21	32	77	63	200	3.84
	(%)	3.5	10.5	16	38.5	31.5	100	
	Avg (%)	14		16	70			
Total weighted average								3.68

Respondent's opinions regarding switching cost

This table shows the percentage, frequency, mean of the customers perception regarding customer satisfactions and brand loyalty the statement based on switching cost and is measured in five Likert scales 1 as strongly disagree ,2 as disagree, 3 as neutral, 4 as agree and 5 as strongly agree.

Statements		1	2	3	4	5	Total(N)	Mean
I'm afraid that my choice of another mobile brand may reduce the esteem I have among my friends	F	8	19	32	79	62	200	3.84
	(%)	4	9.5	16	39.5	31	100	
	Avg (%)	13.5		16	70.5			
I 'don't have time to get the information and fully evaluate a new cell brand	F	29	14	53	52	52	200	3.42
	(%)	14.5	7	26.5	26	26	100	
	Avg (%)	21.5		26.5	52			
If this brand were to raise their prices, I would continue to buy their products.	F	14	31	59	64	32	200	3.35
	(%)	7	15.5	29.5	32	16	100	
	Avg (%)	22.5		29.5	48			
I'm afraid that if I change my mobile phone to another brand, I will lose important files that I have in it	F	19	27	66	53	35	200	3.29
	(%)	9.5	13.5	33	26.5	17.5	100	
	Avg (%)	23		33	44			
It requires effort to learn and understand new features and setting of a new mobile phone, it seems difficult	F	17	37	60	45	41	180	3.28
	(%)	8.5	18.5	30	22.5	20.5	100	
	Avg (%)	27		30	43			
Total weighted average								3.44

Respondent's opinions regarding price fairness

This table shows the percentage, frequency, mean of the customer perceptions regarding customer satisfactions and brand loyalty. The statement based on price fairness and is measured in five Likert scales 1 as strongly disagree, 2 as disagree, 3 as neutral, 4 as agree and 5 as strongly agree.

Statements		1	2	3	4	5	Total(N)	Mean
The price of my mobile phone changes time and again	F	10	42	57	54	37	200	3.30
	(%)	5	21	28.5	27	18.5	100	
	Avg (%)	26		28.5	45.5			
The price of my mobile phone is reasonable	F	8	11	36	71	74	200	3.96
	(%)	4	5.5	18	35.5	37	100	
	Avg (%)	9.5		18	72.5			
The price of my mobile phone is comparatively better than the other mobile brand in Kathmandu valley	F	7	14	48	96	35	200	3.69
	(%)	3.5	7	24	48	17.5	100	
	Avg (%)	10.5		24	65.5			
The price of my mobile phone is same in all place of Kathmandu valley	F	12	12	67	60	49	200	3.61
	(%)	6	6	33.5	30	24.5	100	
	Avg (%)	12		33.5	54.5			
I think lower price does not guarantee higher satisfactions	F	18	32	49	58	43	180	3.38
	(%)	9	16	24.5	29	21.5	100	
	Avg (%)	25		24.5	50.5			
Total weighted average								3.59

Respondent's opinions regarding brand experience

This table shows the percentage, frequency, mean of the customer perception regarding customer satisfactions and brand loyalty of mobile phones in Kathmandu valley the statement based on brand experience and is measured in five Likert scales 1 as strongly disagree ,2 as disagree, 3 as neutral, 4 as agree and 5 as strongly agree.

Statements		1	2	3	4	5	Total(N)	Mean
I think my mobile phone brand products go with my way of life style and personality	F	21	23	36	65	55	200	3.55
	(%)	10.5	11.5	18	32.5	27.5	100	
	Avg (%)	22		18	60			
I think this brand induces feelings and sentiments	F	11	16	30	59	84	200	3.95
	(%)	5.5	8	15	29.5	42	100	
	Avg (%)	13.5		15	71.5			
I think this mobile brand relate to the pleasant experience	F	5	17	52	87	39	200	3.69
	(%)	2.5	8.5	26	43.5	19.5	100	
	Avg (%)	11		26	63			
My mobile brand increases the desires to learn new things	F	5	13	68	68	46	200	3.69
	(%)	2.5	6.5	34	34	23	100	
	Avg (%)	9		34	57			
I think my mobile brand offers products with excellent features	F	5	28	48	62	57	200	3.70
	(%)	2.5	14	24	31	28.5	100	
	Avg (%)	16.5		24	59.5			
Total weighted average								3.72

Respondent's opinions regarding customer satisfactions

This table shows the percentage, frequency, mean of the customer perception regarding customer satisfactions of mobile phones in Kathmandu valley. The statement is based is measured in five Likert scales 1 as strongly disagree ,2 as disagree, 3 as neutral, 4 as agree and 5 as strongly agree

Statements		1	2	3	4	5	Total(N)	Mean
I'm satisfied with my mobile phone which I'm using	F	20	20	43	64	53	200	3.55
	(%)	10	10	21.5	32	26.5	100	
	Avg (%)	20		21.5	58.5			
I would recommend my mobile phone brand to my friends	F	6	5	26	74	89	200	4.18
	(%)	3	2.5	13	37	44.5	100	
	Avg (%)	5.5		13	81.5			
My mobile phone is a good value for the money I paid	F	6	15	38	86	55	200	3.85
	(%)	3	7.5	19	43	27.5	100	
	Avg (%)	10.5		19	70.5			
I don't think of switching to another mobile easily	F	6	17	41	71	65	200	3.86
	(%)	3	8.5	20.5	35.5	32.5	100	
	Avg (%)	11.5		20.5	68			
"I'm much more comfortable with the features and software system of my mobile phone	F	11	23	47	58	61	200	3.68
	(%)	5.5	11.5	23.5	29	30.5	100	
	Avg (%)	17		23.5	59.5			
Total weighted average								3.82

Respondent's opinions regarding brand loyalty

This table shows the percentage, frequency, mean of the customer perception regarding brand loyalty of mobile phones in Kathmandu valley. The statement is based is measured in five Likert scales 1 as strongly disagree ,2 as disagree, 3 as neutral, 4 as agree and 5 as strongly agree

Statements		1	2	3	4	5	Total (N)	Mean
I consider myself loyal to my mobile phone	F	7	18	50	59	66	200	3.80
	(%)	3.5	9	25	29.5	33	100	
	Avg (%)	12.5		25	62.5			
I would choose my current mobile phone brand even if the other mobile brand possessed same features as my current mobile brand	F	3	12	34	70	81	200	4.07
	(%)	1.5	6	17	35	40.5	100	
	Avg (%)	7.5		17	75.5			
My mobile brand is my first choice among another mobile brand available in the market	F	10	13	50	83	44	200	3.69
	(%)	5	6.5	25	41.5	22	100	
	Avg (%)	11.5		25	63.5			
If I could I would rather change to another company's mobile brand	F	9	27	62	55	47	200	3.52
	(%)	4.5	13.5	31	27.5	23.5	100	
	Avg (%)	18		31	51			
I often tell positive things about my mobile brand to other people	F	14	33	52	62	39	200	3.40
	(%)	7	16.5	26	31	19.5	100	
	Avg (%)	23.5		26	50.5			
Total weighted average								3.70

Source: Field Survey, 2024

REFERENCES

- A., P., Zeithaml, V. A., & Berry, L. L. (1996). The Behavioral Consequences of Service Quality. *Journal of Marketing*, 60 (2), 31-36.
- Aaker, D. A. (1996). Measuring Brand Equity Across Products and Markets. *California Management Review*, 38 (3), 102-120.
- Alloza, A. (2008). Brand engagement and brand experience at BBVA, the transformation of a 150 years old company. *Corporate Reputation Review*, 11 (4), 371-379.
- Anderson, E., Fornell, C., & Lehmann, D. (1994). Customer satisfaction, market share, and profitability: Findings from Sweden. *The Journal of Marketing*, 4 (1), 53-66.
- Aydin, S., & Özer, G. (2019). The Effect of Customer Satisfaction and Trust on Customer Loyalty and the Direct and Indirect Effect of Switching Cost. *European Journal of Marketing*, 39 (78), 910-925.
- Bayraktar, E., Tatoglu, E., Turkyilmaz, A., Delen, D., & Zaim, S. (2012). Measuring the Efficiency of Customer Satisfaction and Loyalty for Mobile Phone. *Expert Systems with Applications*, 39(1), 99-106.
- Bee, A. (2009). Market share strategies in the pharmaceutical industry. *Unitar e-Journal*. 5 (1), 129-169.
- Boora, K., & Singh, H. (2011). Customer Loyalty and its Antecedents: A Conceptual Framework. *APJRB*, 2 (1), 151-164.
- Burnham, T. A., Frels, J. K., & Mahajan, V. (2003). Consumer Switching Costs: A Typology, Antecedents, and Consequences. *Journal of the Academy of Marketing Science*, 10 (14), 31-38.
- Cai, L. A. (2002). Cooperative branding for rural destinations. *Annals of Tourism Research*, 1 (3), 29-40.
- Carman, J. M. (1990). Consumer Perceptions Of Service Quality: An Assessment Of The SERVQUAL Dimensions. *Journal of Retailing*, 66 (1), 33-47.
- Chapagain, K. (2022). Factors Influencing Brand Choice of Mobile Phones in Kathmandu Valley. *NJMSR*, 2(1), 31-41.
- Dick, A. S., & Basu, K. (1994). Customer Loyalty: Toward an Integrated Conceptual Framework. *Journal of the Academy of Marketing Science*, 2 (1), 22-23.

- Dimitriadis, Z. S. (2006). Customer satisfaction, loyalty and commitment in service organizations: Some evidence from Greece. *Management Research News*, 29(12), 782-800.
- Doostdar, M., (2023). The Impact of Mobile Phone Brands on Customer Satisfaction and Loyalty. *International Research Journal of Applied and Basic Sciences*, 5 (8), 957-961.
- Ferle, C. (2008). Determinants of materialism among adolescents in Singapore. *International Journal of Advertising and Marketing to Children*, 9 (3), 201-214.
- Frow, J. (2002). Signature and brand, in colls,J.(Ed),High-pop:Making culture into public entertainment, *International Journal of Advertising and Marketing*, 1 (4), 56-74.
- Hamad, S. (2014). Mobile phone brand loyalty and repurchase intention. *European Journal of Business and Management* , 6 (26), 69-72.
- Hassan, A. (2008). Customer satisfaction and retention strategy in marketing. *MRL Journal* , 6(26), 69-72.
- Hill, N., & Alexander, J. (2006). *The Handbook of Customer Satisfaction and Loyalty Measurement*. London: Routledge.
- Kotler, P. (2000). *Marketing Management Kotler-Millennium Edition*. New Jersey: Prentice-Hall, Inc.
- Kotler, P., & Armstrong, G. (2019). *Principles of Marketing*. New Jersey: Pearson.
- Kuikka, A. & Laukkanen, T. (2022). Brand loyalty and the role of hedonic value. *Journal of Product & Brand Management*, 21 (7), 529-537.
- Kurdaidj, A. (2018). Customer satisfaction as the most important challenge of the automotive industry in Iran. Tehran. *Saipa Andisheh Gostar*, 5 (8), 27-28.
- Lazarevic, V. (2017). Encouraging brand loyalty in fickle generation Y consumers. *International Journal of Advertising and Marketing to Children.*, 3 (1), 45-61.
- Maheshwari, V. (2020). A study on Brand Preference of Mobile Phone Users in Chidambaram Town. *International Journal of Information Research and Review*, 2(2), 341-345.
- Milutinovic, M., Barac, D., Despotovic, M. Z., Markovic, A., & Radenkovic, B. (2018). Developing Mobile Application for Learning Japanese Language. *FONJAPGO Management* , 16(60), 27-34.

- Morris, H. B., & Kim, C. P. (2018). Quality and value in the consumption experience: Phaedrus rides again. In J. Jackoby, & J. Olson, *Perceived Quality* (pp. 31(2): 31-57.). Lexington, MA: Lexington Books.
- Nowlis, M.(2021). Factors Which Affect the Youth's Brand Choice for Purchase of Mobile Phones. *International Journal of Applied Research*, 2(12), 343-347.
- Negi, N. (2022). Factors Influencing Brand Preference for Mobile Phones: With Reference to Dehradun Youth. *International Journal of Management Research and Business Strategy*, 2(3), 130-135.
- Oliver, G. & R.L. (2018). Whence Consumer Loyalty? *Journal of Marketing*, 63(4), 33-44.
- Pandey, D., & Joshi, P. R. (2019). Service Quality and Customer Behavioral Intentions: A Study in the Hotel Industry. *California Journal of Operations Management* , 8(2), 72-81.
- Pourdehghan, A. (2019). The impact of marketing mix elements on brand loyalty:A case study of mobile phone industry. *Marketing and branding research*, 2 (1), 44-63.
- Rajagopal, R., Luchs, M. G., Naylor, R. W., & Irwin, J. R. (2020). The Sustainability Liability: Potential Negative Effects of Ethicality on Product Preference. *Journal of Marketing*, 74 (5), 18-31.
- Roest, H., & Pieters, R. (2020). The nomological net of perceived service quality. *International Journal of Service Industry Management*, 8 (4), 336-351.
- Rust, R. T., & Oliver, R. W. (2021). The Death of Advertising. *Journal of Advertising*, 4 (1),23-26.
- Seongwon, P., Kwangeak, K., & Bong Gyou, L. (2021). Developing English Learning Contents for Mobile Smart Devices. In P.J. James, Y.T. Laurence & L. Changhoon (Eds.), 45 (30), 264-271.
- Sah, G.K. (2021). Brand Preference of Professionals Towards Choosing Smartphone in Nepal. *Tribhuvan University Journal*, 36(1), 106-121
- Sharma, N., & Patterson, P. G. (2021). Switching costs, alternative attractiveness and experience as moderators of relationship commitment in professional, consumer services. *International Journal of Service Industry Management*, 5 (11), 470-490.

- Shen, X., Tan, K., & Xie, M. (2022). An integrated approach to innovative product development using Kano's model and QFD. *European journal of Innovation Management*, 3 (2), 97-99.
- Shenge, N. A. (2022). Impact of Country-of-Origin and Price on Product's Advertisement Efficacy. *Journal of Social Sciences*, 10 (9), 23-24.
- Shrestha, A. (2021). Factors Affecting Smartphones Buying Decisions Among Youths in Kathmandu. *LBEF Research Journal of Science, Technology and Management*, 3(2), 14-21.
- Shukla, P. (2022). Impact of contextual factors, brand loyalty and brand switching on purchase decisions. *Journal of Consumer Marketing*, 348-357.
- Silva, R. V., & Alwi, S. F. (2022). Cognitive, affective attributes and conative, behavioural responses in retail corporate branding. *Journal of Product & Brand Management*, 15 (5), 293-305.
- Thiele, R. S., & Bennett, R. (2023). A brand for all seasons? A discussion of brand loyalty approaches and their applicability for different markets. *Journal of Product & Brand Management*, 10(1), 25-37.
- Tsiotsou, R. (2023). Perceived Quality Levels and their Relation to Involvement, Satisfaction, and Purchase Intentions. *Marketing Bulletin*, 16 (10), 60-62.
- Wang, X., & Yang, Z. (2023). The Effect of Brand Credibility on Consumers' Brand Purchase Intention in Emerging Economies: The Moderating Role of Brand Awareness and Brand Image. *Journal of Global Marketing*, 1 (3),9-10.

APPENDICES
APPENDIX-I
QUESTIONNAIRE

Dear respondents,

I am undertaking research on “Customer Satisfaction and Brand Loyalty of Mobile Phones in Kathmandu Valley” as the requirements of the MBS degree through Shanker Dev Campus Putalisadak, Kathmandu, Nepal.

Your participation by providing few minutes of your busy schedule to answer the questions appearing in the enclosed questionnaire will be highly appreciable. Your ideas and information will be of great importance for my research. I do assure you that your information will be kept confidential. So, please do not hesitate to respond according to what you think appropriate.

Thank you for your cooperation.

Lokendra Bahadur Khapangi

MBS (Marketing)

Shanker Dev Campus Putalisadak, Kathmandu, Nepal

Section 1: General information of the respondent

Please mention your gender. (Make the tick (✓) mark)

1.1	Male	<input type="checkbox"/>
	Female	<input type="checkbox"/>
	Other's	<input type="checkbox"/>

Please mention your age category. (Make the tick (✓) mark)

1.2	Below 20	<input type="checkbox"/>
	21-27	<input type="checkbox"/>
	28-34	<input type="checkbox"/>
	42 and above	<input type="checkbox"/>

Please mention your monthly family income. (Make the tick (✓) mark)

1.3	Less than 15,000	<input type="checkbox"/>
	15,000-25,000	<input type="checkbox"/>
	25,000-35,000	<input type="checkbox"/>
	35,000-45,000	<input type="checkbox"/>
	More than 45,000	<input type="checkbox"/>

Please mention your educational qualifications. (Make the tick (✓) mark)

1.4	Intermediate	<input type="checkbox"/>
	Bachelor degree	<input type="checkbox"/>
	Master degree	<input type="checkbox"/>
	M.Phil./PHD	<input type="checkbox"/>
	Professional or other degree	<input type="checkbox"/>

Please mention your employment status. (Make the tick (✓) mark)

1.5	Salaried	<input type="checkbox"/>
	Business	<input type="checkbox"/>
	Students	<input type="checkbox"/>
	Unemployed	<input type="checkbox"/>

Responses on price fairness and brand expericance dimension of mobile phone brand

S.N.	Questions	YES	NO
1	Does your mobile phone meet all your requirement?	<input type="checkbox"/>	<input type="checkbox"/>
2	Have you ever decided to switch to another brand of mobile phone?	<input type="checkbox"/>	<input type="checkbox"/>
3	Are you satisfied with the price you paid for your mobile phone?	<input type="checkbox"/>	<input type="checkbox"/>
4	Would you consider yourself loyal to any specific brand of mobile phone?	<input type="checkbox"/>	<input type="checkbox"/>
5	Do you recommend your mobile to others?	<input type="checkbox"/>	<input type="checkbox"/>

Section 2: Respondent's opinions regarding brand image

Please indicate (✓) to show the degree to which you agree or disagree on the following Statements.

Statements	(1) <i>strongly disagree</i>	(2) <i>disagree</i>	(3) <i>neutral</i>	(4) <i>agree</i>	(5) <i>strongly agree</i>
I think that my mobile phone is number one among mobile phone brands available in the market	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think my mobile phone is well	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

known and prestigious					
Other people judge me by the kind of mobile phone I use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think my mobile phone is elegant and fashionable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have clear understanding on this brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section 3: Respondent's opinions regarding brand quality

Statements	(1) strongly disagree	(2) disagree	(3) neutral	(4) agree	(5) strongly agree
The overall performance of my mobile phone is good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think my mobile phone brand have reputation for high quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My mobile introduces different features time and again to meet the customer requirements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My mobile phone brand offers very durable products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My mobile phone is reliable and trustworthy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section 4: Respondent's opinions regarding switching cost

Statements	(1) <i>strongly disagree</i>	(2) <i>disagree</i>	(3) <i>neutral</i>	(4) <i>agree</i>	(5) <i>strongly agree</i>
I'm afraid that my choice of another mobile brand may reduce the esteem I have among my friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

I don't have time to get the information and fully evaluate a new cell brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If this brand were to raise their prices, I would continue to buy their products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I'm afraid that if I change my mobile phone to another brand, I will lose important files that I have in it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It requires effort to learn and understand new features and setting of a new mobile phone, it seems difficult	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

APPENDIX-II

Summary of Descriptive Statistics

Code	Variables	N	Mean	S.D.
BI	Brand image	400	40.00	50.50
PB	Perceived brand quality	400	133.33	58.97
BSS	Brand switching cost	400	40.00	25.64
PF	Price fairness	400	40.00	35.52
BE	Brand experience	400	50.00	35.94
CUS	Customer Satisfaction and Brand Loyalty	400	75.83	65.50

Correlation Analysis

Variables	BI	PBQ	BSC	PF	BE	CS	BL
BI	1						
PBQ	.388**	1					
BSC	.408**	.243**	1				
PF	.449**	.298**	.447**	1			
BE	.405**	.357**	.344**	.398**	1		
CS	.365**	.440**	.211**	.338**	.442**	1	
BL	.379**	.333**	.341**	.350**	.420**	.541**	1

** . Correlation is significant at the 0.01 level (2-tailed).

Multiple Regression Analysis

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.861 ^a	.741	.734		.44234

a. Predictors: (Constant), BI,PBQ,BSC,PF,BE

(Source: SPSS)

ANOVA

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	81.192	4	20.298	103.74	.000 ^b
	n				1	
	Residual	28.371	145	.196		
	Total	109.563	149			

a. Dependent Variable: CS

b. Predictors: (Constant), BI,PBQ,BSC,PF,BE

(Source: SPSS)

CUSTOMER SATISFACTION AND BRAND LOYALTY OF MOBI...

By: Lokendra Bahadur Khapangi

As of: Jul 5, 2024 2:31:49 PM
12,969 words - 57 matches - 8 sources

Similarity Index

9%Mode: ▾**sources:**522 words / 4% - from 25-Jun-2024 12:00AM
elibrary.tucl.edu.np125 words / 1% - from 27-Feb-2024 12:00AM
elibrary.tucl.edu.np75 words / 1% - from 18-Apr-2024 12:00AM
elibrary.tucl.edu.np137 words / 1% - Crossref
[Salma Khadka, Rameshower Aryal. "Career Development and Employee Efficiency in Nepalese Commercial Banks", Journal of Kathmandu BernHardt College, 2023](#)124 words / 1% - from 30-Apr-2023 12:00AM
www.coursehero.com92 words / 1% - Internet from 24-Sep-2022 12:00AM
www.managementmarketing.ro84 words / 1% - Internet from 29-Apr-2019 12:00AM
fr.slideshare.net70 words / 1% - Internet from 03-Feb-2023 12:00AM
www.researchgate.net**paper text:**

CHAPTER-I INTRODUCTION 1.1 Background of the Study "The psychological response of the customer to his or her positive evaluation of the consumption outcome in relation to his or her expectation" is customer satisfaction. Contentment arises subsequent to utilizing the product or service. Unquestionably, one of the most important strategic concerns in recent decades is customer happiness. In the current global economy, a company's capacity to survive is determined by its consumers, thus businesses can no longer ignore their needs and expectations. Since consumers are the primary source of return on investment, they must focus all of their efforts and resources on ensuring their needs are met. Hence, developing customer- friendly values is the primary business principle (Hill and Alexander, 2019). A happy consumer serves as the business's spokesperson, drawing attention to its goods and services (Shukla, 2021). The definition of brand loyalty is a strong desire to continually purchase the same brand or set of brands in the future, even in the face of external factors and marketing campaigns that may tempt consumers to explore other options.