

Measuring the Impact of Brand Satisfaction, Brand Trust and Brand Experience on Brand Loyalty: An Empirical Study on the Skincare Products in Pakistan

Authors : Muhammad Azeem Qureshi, Hammad Tahir, Fawwad Mahmood Butt

Abstract : Purpose: This study examines empirically the effect of brand satisfaction, brand trust and brand experience on brand loyalty which can be helpful to retain and increase customer base and satisfying customer needs as well. Methodology: Data has been collected on convenient sampling method and cause and effect among variables has been measured by applying regression analysis technique. Findings: Finding of this study have supported the proposed hypotheses and results show that brand loyalty is significantly explained by brand satisfaction, brand trust and brand experience. Practical Implications: The outcome of this study provides a useful framework and importance of brand loyalty culture in Pakistan. Marketers can be benefited through the findings of this study.

Keywords : brand experience, brand satisfaction, brand trust, brand loyalty, hair-care products

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