

Psychosocial Predictors of Brand Loyalty in Pakistani Consumers

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Abstract : The current research focused on determining the factors that determine the brand loyalty in consumers. It was hypothesized that there are certain demographical features that lead the consumers to adhere more towards certain brands. Cross-sectional research design was used. The sample for the current research comprised of participants (N=500) from age group 16 to 55 years. The data was collected through self-constructed demographic questionnaire as well as from a self-constructed Brand Loyalty Questionnaire. Brand Loyalty Questionnaire was adapted after taking permission from researchers. A pilot study was conducted to chalk out all the ambiguities of the questionnaire. The final version was administered on 250 participants. The descriptive and inferential analyses were carried on through SPSS version 24.00 to explore the factors that determine Brand Loyalty. The findings revealed that there is a relationship between brand loyalty and brand loyalty demographics and certain factors emerged as significant predictors of brand loyalty in young and middle aged consumers. The research findings carry strong implications for organizational and consumer psychologists in particular and for professionals in marketing and policy making in general.

Keywords : consumers, consumer psychologists, marketing, organizational, policy making

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