A STUDY ON THE IMPACT OF BRAND PERCEPTION AND CUSTOMER SERVICE ON BRAND LOYALTY

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Abstract: *Purpose: The purpose of the study was to examine the impact of brand perception and customer service on brand loyalty for Pioneer Technologies, with a focus on understanding the preferences and behaviours of consumers. Design/Research Methodology: The study adopted a quantitative research design. A structured questionnaire was used to collect data from a sample of 200 respondents. The data was analysed using statistical techniques such as descriptive analysis and hypothesis testing. Findings: The findings revealed that Pioneer Technologies had successfully built brand awareness and loyalty among the Millennial segment. However, there was a need to expand the brand's reach in non-urban areas to tap into new markets. Additionally, customer suggestions regarding communication improvement and knowledge of representatives were identified, indicating areas for enhancement. Managerial implications: Targeting and engaging the Millennial segment, expanding brand presence in non-urban areas, investing in product quality improvement, addressing customer service issues, and maintaining competitive pricing strategies. Scope for future work/ Limitations: Includes conducting research with a larger and more diverse sample for better generalizability and conducting a comparative analysis with competitors. Limitations of the study include the limited sample size and geographical scope, which may affect the generalizability of the findings.*

Introduction

Two important aspects that affect brand loyalty are brand perception and customer service. Customers frequently stick with companies they believe to be trustworthy, who deliver exceptional customer service. Pioneer Technologies is a company with extensive experience in the market that produces automatic water level controls. Using Pioneer Technologies as a case study, the goal of this study is to investigate how brand impression and customer service affect brand loyalty. This study's goal is to determine how consumers view Pioneer Technologies as a brand and whether that opinion is impacted by the firm's customer service. Additionally, the connection between brand satisfaction and customer loyalty will be looked at. With the help of this survey, we intend to offer perceptions on how Pioneer Technologies may better its brand perception and customer service to increase customer loyalty.

Review of Literature

Md. Hafez. (2023) -This study suggests a new branding model by combining previously studied characteristics such as brand love, brand experience, total brand equity, and purchase intention into a single, all-encompassing model. The research took place in the city Dhaka, Bangladesh. This study supports the notion that brand love and brand engagement are second order constructs and crucial components of the brand mix. Usage and gender are moderators of the relationship between brand love and engagement.

Jayswal, M., & Vora, P. (2019)- This article's goal is to investigate the connection between brand equity and brand association in the context of advertising games in the city Gujarat India. Brand association is regarded as an independent variable, and its influence on brand equity is examined. This article covers a preliminary survey of young people in Gujarat state conducted using an experimental research design

Diputra, I. G. A. W., & Yasa, N. N. (2021)

This study aims to investigate and clarify how Samsung brand cell phones in Denpasar's city in Indonesia consumer happiness and brand loyalty are impacted by product quality, brand image, and brand trust. 185 participants participated in this study as respondents, all of whom were residents of Denpasar City and had ever bought a Samsung smartphone and utilised it.

Jahanshahi, A. A., Gashti, M. A. H., Mirdamadi, S. A., Nawaser, K., & Khaksar, S. M. S. (2011). The relationship between quality, client happiness, and loyalty is one of the most often studied issues in the service industry in Pune, India. Researchers looked into the impact of product and service quality on customer satisfaction and discovered that Customers who have used higher-quality products tend to be devoted customers. This suggests that more devoted customers are generally drawn to products of higher quality.

Rizwan, M., Javed, P. A., Aslam, J., Khan, R., & Bibi, H. (2014). In terms of brand equity, customer satisfaction, brand loyalty, perceived value, and brand trust this article has recommended what marketers can do in the real world. This study has revealed details about female customers. purchasing habits. Marketers concur that segment and target consumer understanding are crucial components in differentiating products and raising revenue levels. Brand loyalty ensures that consumers do not move to a competing brand and instead continue to think of the company's products.

Objectives

1.To investigate and analyse various factors of how customer perceive pioneer technology brand.

2.To examine whether Brand perception and customer service have an impact on brand loyalty.

3.To explore the relationship between customer satisfaction with the brand and their level of loyalty towards it.

4.To provide insights into how Pioneer Technologies can improve its brand perception and customer service to enhance customer loyalty.

Scope of the Study

This study focuses on the relationship between brand impression and customer service and brand loyalty for Pioneer Technologies, a business that makes automatic water level controllers as a specialty. A mixed-methods strategy will be used to perform the study, combining qualitative and quantitative research techniques.

Hypothesis

Hypothesis-1

HO: There is no significant relationship between Brand perception and brand loyalty.

H1: There is a significant relationship between Brand perception and brand loyalty.

Data And Methodology

Research Design

The project will use a **cross-sectional survey** as its research design. A structured questionnaire will be used to gather information from a sample of Pioneer Technologies customers.

Sample Design

The sample size chosen for my research study is 200 responses and these responses includes users.

Sampling Method

The sampling method used in my research is stratified random sampling.

Source of Data

Primary source: Information is gathered to evaluate the state of any variable research with a specific goal in mind. Use of questionnaires allowed for the collection of the project's data. The employees were the ones that provided the information.

Secondary Data: This information was gathered from a variety of websites, business

profiles, magazines, and other sources.

Method of Data Collection

Questionnaire: I have used a closed-ended questionnaire in this instance, where respondents are asked to select from a limited number of predetermined answers. Where I have taken responses through google forms.

Analytical Tools and Technique

SPSS and Excel 2010

Correlation and Regression.

Limitations of the Study

1.Sample Bias: There is a chance that the sample of participants is not representative of Pioneer Technologies' whole customer base, which could result in bias.

2.Incomplete Data: Some respondents may have given insufficient or incomplete information in response to the survey's questions.

3.Time constraints: limited time for the study.

Data Analysis and Findings

Analysis: - 1

HO: There is no significant relationship between Brand perception and brand loyalty.

H1: There is a significant relationship between Brand perception and brand loyalty.

STATISTICAL TOOL: CORRELATION

Correlations		5. How would you rate overall brand perception of the Pioneer Technologies brand?	17. How likely are you to continue purchasing Pioneer Technologies products in the future?
5. How would you rate overall brand perception of the Pioneer Technologies brand?	Pearson Correlation	1	-.226**
	Sig. (2-tailed)		.001
	N	200	200
17. How likely are you to continue purchasing Pioneer Technologies products in the future?	Pearson Correlation	-.226**	1
	Sig. (2-tailed)	.001	
	N	200	200
**. Correlation is significant at the 0.01 level (2-tailed).			

Interpretation

The correlation coefficient of -0.226 and the p-value of 0.001 indicate that there is a significant correlation between the rating of overall brand perception and the likelihood of continuing to purchase Pioneer Technologies products in the future. Since the p-value is less than 0.05, we reject the null hypothesis. That is there is no significant relationship between brand perception and brand loyalty. And we accept the alternative hypothesis, Brand perception and brand loyalty are inversely related, according to the negative correlation coefficient (-0.226). The chance of future purchases of Pioneer Technologies products decreasing along with the overall brand perception rating.

Statistical Tool: Regression

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.226ᵃ	.051	.046	.828
a. Predictors: (Constant), 5. How would you rate overall brand perception of the Pioneer Technologies brand?				
b. Dependent Variable: 17. How likely are you to continue purchasing Pioneer Technologies products in the future?				

ANOVAᵃ						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.341	1	7.341	10.700	.001ᵇ
	Residual	135.854	198	.686		
	Total	143.195	199			
a. Dependent Variable: 17. How likely are you to continue purchasing Pioneer Technologies products in the future?						
b. Predictors: (Constant), 5. How would you rate overall brand perception of the Pioneer Technologies brand?						

Coefficientsᵃ						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.523	.143		24.570	.000
	5. How would you rate overall brand perception of the Pioneer Technologies brand?	-.264	.081	-.226	-3.271	.001
a. Dependent Variable: 17. How likely are you to continue purchasing Pioneer Technologies products in the future?						

Interpretation

The Model Summary table shows that the coefficient of determination (R-squared) is 0.051. This means that approximately 5.1% of the variance in the likelihood of continuing to purchase Pioneer Technologies products in the future.

The sample size and number of predictors are taken into consideration in the Adjusted R-squared, which is 0.046. The adjusted value is marginally less than the R-squared, indicating that after accounting for other factors, the total brand perception rating may have a minor influence on brand loyalty.

The ANOVA table indicates that the regression model is statistically significant. The F-value of 10.700 and the associated p-value of 0.001 indicate that the model's predictive power is significant, and it explains a significant amount of the variance in brand loyalty.

The Coefficients table provides additional insights into the relationship between brand perception and brand loyalty. The unstandardized coefficient for the brand perception rating is -0.264. This suggests that for each unit decrease in the brand perception rating, the likelihood of continuing to purchase Pioneer Tech2logies products in the future decreases by 0.264 units.

Findings

1.Most consumers are between the ages of 31 and 40. As a result, it illustrates how Pioneer Technologies has established a strong brand recognition among Millennials.

2. The table shown or developed based on the responses shows that most pioneer consumers come from the urban sector, indicating that the non-urban sector is yet untouched by the pioneer brand.

3. Accordingly, it should be assumed that, out of 200 respondents, 64 are women and 136 are men.

4. The study that will be produced shows that 83 out of 200 consumers are very familiar with the brand.

5. The data shows that 103 respondents gave the brand's overall perception an exceptionally high rating.

Conclusion

The primary objective of this study was to comprehend how consumers perceive pioneer technologies brand and customer loyalty towards brand. This study the company has created a strong presence within the Millennial demographic, demonstrating the strength of its marketing strategies. However, there remains an untapped market in non-urban areas that

offers potential for growth. While Pioneer Technologies has a strong brand recognition and competitive pricing, there is room for improvement in order to satisfy client expectations. Additionally, customer service enhancements should be prioritized in order to address consumer ideas and provide a satisfying experience. Pioneer Technologies must continue to target the Millennial segment and build personalized marketing strategies in order to preserve and strengthen its brand appeal. To keep ahead of the competition, the studies also emphasize the necessity of understanding client preferences and expectations.Overall, Pioneer Technologies can boost customer satisfaction and loyalty and ultimately boost its market expansion by addressing the areas that have been identified for improvement, such as product quality, customer service, and targeted marketing.

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