
ROLE OF PRODUCT INVOLVEMENT AND POST PURCHASE SERVICES ON BRAND LOYALTY, BRAND ATTACHMENT AND BRAND COMMUNITY

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Abstract:-Brand become everyone's part of life, an important concern for marketing managers is developing and maintaining long-term relationships with customers. In this context, brand loyalty helps with a better understanding of the link between consumers and brands. Conquering a new customer becomes more and more problematic and costly and it is often the loyal customers that assure the growth and the survival of the brand for the years to come. Strong, favourable and unique brand associations are essential as points-of-difference that can serve as sources of brand to drive the differential effects. The purpose of this paper is to identify the role of product involvement and post purchase services on brand loyalty, brand attachment and brand community. And the results show that product involvement and post purchase services have impact on brand loyalty, attachment and engagement. This paper gives an empirical outcome of the determinants of brand resonance among Enfield users.

Keywords:brand loyalty, brand attachment, brand community, product involvement, post purchase services, royal enfield.

INTRODUCTION

A brand without an image is like a sign without content and a well established brand image delivers more opportunities for the preservation of the market share (Safavi, 1996). As a matter of fact, conquering a new customer becomes more and more problematic and costly (Czepiel and Rosenberg, 1983), and it is often the loyal customers that assure the growth and the survival of the brand for the years to come. Strong, favourable and unique brand associations are essential as points-of-difference that can serve as sources of brand equity to drive the differential effects. These effects include enhanced loyalty; price premiums and more favourable price elasticity responses; greater communication and channel effectiveness; and growth opportunities via extensions or licensing (Hoeffler and Keller 2003; Keller 2008). They are willing to stay with a brand at any cost. Repeat purchases of the same brand are made over a long period of time.

BRAND LOYALTY

Loyalty is characterized by repeat purchase and amount of category volume attributed to the brand. Brand loyalty as a situation which reflects how likely a customer will be to switch to another brand, especially when that brand makes a change, either in price or in product features.

BRAND ATTACHMENT

Brand attachment provides stronger connections than brand attitudes for resonance to occur. Customers should go beyond having a positive attitude to viewing the brand as something special termed as a strong personal attachment.

BRAND COMMUNITY

A stronger sense of community among loyal users can engender favourable brand attitudes and intentions. Identifying himself with brand community is an important social phenomenon, through which consumers feels an affiliation with other people that are associated with brand.

PRODUCT INVOLVEMENT

Involvement is the level of a consumer's personal relationship with a product or service including perceived importance, value, and risk. The significance of the concept derives from the fact that antecedents as well as consequences.

POST PURCHASE SATISFACTION

Post purchase service is quality of the service received by the customer from the dealership of the brand. Which engender the positive attitude towards the brand as well the dealer for making further transactions if failed will lead to loss of customers.

LITERATURE REVIEW

Brand loyalty as a situation which reflects how likely a customer will be to switch to another brand, especially when that brand makes a change, either in price or in product features (Aaker, 1991). Samuelsen and Sandvik (1997) stated that commitment describes bonds (or attitude strength) between the customer and a particular brand thus extending the meaning of loyalty over then simple repeat purchasing of a brand. Agarwal (1996) conclude that loyal consumers are less tempted to turn their backs on their habitual brands as a consequence of small price changes in favour of competitive brands or due to a temporary alteration of the brand's image For self-related engagement, brand attachment seems to be the essential construct that expresses a consumer's connection with a brand. Product attachment is defined as the emotional bond experienced with a product (Schifferstein and Pelgrim 2003). Khalifa (2004) stated that Perceived service value could be one of the important sources of a company's competitive Advantage and is also an important predictor of customer satisfaction, loyalty and financial performance. Customers are predicted to reciprocate positive thoughts, feelings and behaviours toward an object upon receiving specific benefits from the brand relationship (Pervan, Bove, & Johnson, 2009). Mahmood Rehmani & Muhammad Ishfaq khan (2011) stated that social media parameters like websites, e-discussion, online chats, e-mail etc have effect over the consumer buying decision.

OBJECTIVES

- To identify the influence of product involvement on brand loyalty, brand attachment and brand community.
- To identify the influence of perceived services on brand loyalty, brand attachment and brand community.

METHODOLOGY

This study is based on the descriptive study method. An in-depth discussion was carried out by the researcher with the customers and based on the discussion and the available literature, the questionnaire was prepared. 100 questionnaires were collected from respondents of Cuddalore during August-September 2014, statistical tools used for the analysis are t-test, correlation and K means cluster.

ANALYSIS

The respondents have been classified as high and low involved by applying K means cluster analysis.

Table 1: Mean & Standard deviation of brand resonance dimensions based on product involvement

Dimensions	Product Involvement	N	Mean	Std. Deviation	t-test for Equality of Means		
					t	df	Sig. (2-tailed)
Brand loyalty	High involvement	40	14.45	2.374	.430	98	.668
	Low involvement	60	14.23	2.526			
Brand attachment	High involvement	40	15.02	2.536	4.726	98	>.001**
	Low involvement	60	12.60	2.498			
Brand community	High involvement	40	14.37	2.657	3.318	98	.001**
	Low involvement	60	12.58	2.638			

Primary data computed

**Significant at one percent level

From the above table it is inferred that both high involvement respondents and low involvement respondents possess no difference of brand loyalty towards bikes. P value indicates that there is no significant difference between high involvement respondents and low involvement respondents based on brand loyalty. Day (1996) found that the spurious brand loyalty consumers may make repeated purchases only because the brand they purchase is the only one choice in the stores. While true brand loyalty consumers should show both psychological and affective commitments in addition to repurchase consistency. High involvement respondents have a higher feeling of brand attachment towards bikes as indicated by the mean value of (15.02) whereas the low involvement respondents possess a lower brand attachment (12.60) towards bikes and there is significant difference at 1 percent level between high low involvement respondents based on brand attachment. Park, Deborah & Joseph (2006) observed that strong brand attachment is created through meaningful personal connections between the brand and its customers and also articulate the identification and management of a strategic brand exemplar that creates brand attachment which sustain and grow the brand's competitive advantages.

The high involvement respondents have a higher feeling of brand community towards bikes as indicated by the mean value of (14.37) whereas the low involvement respondents possess a lower brand community (12.58) towards bikes. P value indicates that there is significant difference at 1 percent level between high involvement respondents and low involvement respondents based on brand community. The feelings of brand community start to strengthen when product involvement moves over to involve a specific brand and this relationship transcends to include likeminded others. Wellman and Gulia (1999) proposed that the shared belief or belongingness is a necessary sociological factor for the congregation of the community, while in the virtual network this pattern of online aggregation is also coming into being. When consumers are highly involved the product becomes a part of every thought and action involving the person. Richins and Root-Shaffer (1988) stated that the greater willingness by those who were highly involved to make recommendations was a further constitutive element of loyalty.

Table 2: Relationship between brand resonance dimensions and post purchase Service

Dimensions		Post purchase service
Brand loyalty	R - Value	.078
	Sig	.440
Brand attachment	R - Value	.242*
	Sig	.015
Brand community	R - Value	-.019
	Sig	.849

Primary data computed

*Significant at five percent level

From the above table post purchase service does not influence brand loyalty. Hence respondents who perceive a better/ poor service do not tend to develop a feeling of brand loyalty. Debasis, Dipak & Shuvendu (2012) Found that involvement, brand trust and the size of the consideration set have diverse influence on the brand loyalty behavior of teens. Baldinger and Rubinson (1996) have validated that highly loyal buyers tend to stay loyal if their attitude towards a brand is positive.

It is found that the post purchase service found to influence feelings of brand attachment at 5 percent level. However post purchase service does not influence brand community. Hence respondents who perceive a better service do not have a higher feeling of brand community. Gronroos (1984) stressed the importance of the dimension of company image, which relates to customers' awareness of their previous experiences with the company and their overall perceptions of its service; this, in turn, influences their perceptions of current service quality. Ford Motor Company has demonstrated that dealers with high service-quality scores have higher-than-normal profit, return on investment, and profit per new vehicle sold (Ford Motor Company, 1990).

FINDINGS

- ◆ Respondents with a high product involvement have higher feelings of brand attachment and brand community.
- ◆ Respondents with a high product involvement have no feelings of brand loyalty.
- ◆ A higher perceived services manipulate the brand attachment among the customers who rides Enfield.
- ◆ Post purchase service have no direct influence on brand loyalty and brand community

SUGGESTIONS

- ❖ Enfield should build bikes to compete with the foreign luxury brand to augment the young and existing customers' base.
- ❖ Loyalty programs should be initiated to make sure to retain the customers.
- ❖ Marketers should focus on building their brand through company based community group to make the customers to share and express their views on Enfield brand.
- ❖ Concentrating on post purchase service will make the customer to stop them from switching to other brands.
- ❖ Huge promotion activities should be carried out to create awareness among the consumers.

CONCLUSION

Companies should make a clear plan to build brands which lead to strong footprints in the market and should make effort to create a relationship between the customer and the brand to ensure the customers are in sync with the brand. Companies should be in touch with respondents even after they have purchased the vehicles and through company promoted brand communities which ensure

a affiliation with other people connected with the brand. The influence of the brand and its eventual value to the company inhabit with the customers and hence companies should leave no opportunity to develop brand feelings of loyalty, attachment and community among its customers. Further studies can be carried out in different areas and should also involve other motor cycles sold in the country. These components of brand resonance must be sound in their actions so that steadfast image of the firm is realized and valued by customers.

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