

Factors Affecting Brand Loyalty in the Footwear Industry – “A case study of Bangladesh”

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Abstract: The Footwear Industry is important section of the leather industry in Bangladesh. Bangladesh has been ranked 8th in terms of footwear production in the world in 2016. The purpose of this research is to investigate how the respondents are influenced by factors of brand loyalty towards footwear industry. In order to increase customer satisfaction and drive them to be brand loyalists, marketers are encouraged to develop aggressive marketing programs. The five factors of Brand loyalty are Product Quality, Service Quality, Price, Promotion and Customer Satisfaction. Questionnaires were distributed and self-administered to 30 respondents. Descriptive analysis, Correlation, Model Summary, ANOVA and Coefficient were used in this study. The research results showed that there is positive and significant relationship between factors of Relationship Quality and Brand loyalty (Product Quality, Service Quality, Price, Promotion and Customer Satisfaction) with footwear industry.

Keywords: Footwear, Brand Loyalty, Customer Satisfaction, Bangladesh.

1. Introduction

To explore purchaser contentment has play a vital role in giving prominent purchaser service. To enhance the popularity of purchaser relatedness that are making more significance on purchaser contentment and their relatedness with their purchaser. From several perceptions, manufactures are normally trying to cope up with their techniques to allure purchasers. The progressive circumstance has altered the pattern of businesses were run in the past. The enhanced consciousness of the purchasers with increment the number of sectors attainable to them has entirely revolutionized the marketing task in recent perception a greater necessity is realized for long term relatedness with the purchasers so that they can enjoy the reiterate sales now a days the business industries are emphasize on incrementing the loyalty of brand with in the customers to hash the advantage of reiterate sales. It has driven a circumstance where long term kinship means to confirm sustainability. So brand loyalty has expanded as a significant border for the marketers to confirm long term development of the business industries. The administrators have the concern of comprising long term technique to enhance brand loyalty within the purchaser. In (Assael, 1998) narrated brand loyalty as a friendly behavior of the purchaser to a brand that is outcome of compatible buying of the brand on time.

2. Literature Review

2.1 Brand Loyalty:

There are numerous operational meanings of brand devotion. Normally, to compare identical items with other choices, brand loyalty will be determined as the power of favoritism for a brand. This is frequently calculated reiterate purchase nature on cost susceptibility (Brandchannel.com , 2006) in (Bloemer & Kasper, 1995) described an actually brand loyalty and it has six important situation, first one is, the prejudiced, second one is, attitudinal reaction, third one is, few published upon time, fourth one is, few judgment –building unite, five one is, as regards more than one or one substitute brand out of range like brands, six one is, an operation of psychological procedures.

Actual brand loyalty subsists whereas buyers have strong correlative sentiment to the brand demonstrated via repurchase attitude. It can be a major blessing to the industry and purchasers are agreeing to pay higher costs and can fetch fresh customers to the industry in (Reichheld & Sasser, 1990). Generally, brand trustworthy buyer select any well know brand based on several positive sentiments and they never try any kind of trait assessment does not come in one day it's comes from past attachment in the distinctive branch viable.

In (Amine & A., 1998) differentiates two basic methods in her literature to determine the loyalty construct: the behavioral one recommends that the repetition of purchasing over time by a customer shows their faithfulness and the attitudinal perceive which presumes that the continuous purchasing of a brand is important but not enough condition of 'true' brand loyalty and obviously it adjusted with position attitude to this brand to confirm that this behavior will be further explored.

Therefore brand loyalty is the summation of behavior and attitudes according to customer's preference to buy a specific brand in a product criteria. It happens because consumers realize that the brand gives various things like proper price, image, level and quality, features of product. This appreciation becomes basement for upcoming buying habits in primary stage. Consumers will create a test good of brand at the time whereas it pleased with the buying addict to make natures and spontaneously to buy the identical brand just as the product is out of danger, quality and homely.

In (D.Aaker, 1991), customers addict to retain buying the similar brand in spite of the displayed advantage like good feather, lesser price by opponent's product. Brand loyalty act as and main building block of brand equity.

The brand can make a strong position in the market because of loyal customers. There are little permeable customers that might be agreeing to alter brand they normally buy goods from there.

In (Keller, 2003) describes that repeated purchase never detach brand loyalty. He indicates out that the buyers make reiterated buying on the similar brand as they always maintain distinctive habits which never change sales, prosperity and promotions.

In (D.Aaker, 1991) has demonstrated the pyramid of brand loyalty. This pyramid describes to the five stages of brand loyalty. In 5 stages first one is customers are not able to ask any queries about brand loyalty. Switchers are not able to see the name of brand and they just try to buy brand in sales. In 1991, (D.Aaker, 1991) recommends as maximal fruitful marketing technique may be incrementing brand consciousness. Customers always chase the next one. Customers can buy a brand and they don't feel to alter. If these purchasers face any problems then they may alter the brand. Without solving the problems purchasers can start to shop from another brand. Pleased customers are maintained higher levels with the changing cost in the pyramid. Gratified customers are addict to alter to other brand because of commencement is risen like extra prices, space, time expense and so on. To keep consumers and allure fresh purchasers, marketers are inspired to make a technique relied on the attribute and characteristics. Generally, brand followers obey next. In (D.Aaker, 1991), authorizes this stage as true brand enthusiasts. Buyers favoritism is basically depend on expertise which actually brings sentiment progress. The most faithful buyers are committed to brand. Brand shows vital contribution in their existence and customers never make any sort of query of altering the brand. Customers buy the brand just not that they like the brand, they maintain a relationship whit the brand which is kind of emotion relationship. In 1991 (D.Aaker, 1991) recommends that the functions of loyalty can be performed by giving the cards of loyalty. Every industry has expectation that they can make a loyal customer base industry. In 1991, according to the perception of (D.Aaker, 1991), brand loyalty may help as less few prices like marketing prices because the customers who are loyal are keen to buy continuously. Its cost may low to industry and loyal recent buyer to buy the identical product. It impact on loyal buyers who are retained a social alas and strong. Loyal customers are normally inspire to various purchasers to purchase the similar brand and this inspiration works as a support to the company or industry, but sometimes at some point it becomes risky like new inaugurated products to the shop. In (P.Voyer, 2000), argues at this point as the recommending communication tool as word-of-mouth is the strongest, maximal strong, most effective, most fruitful way so industry may use this. To maintain the writers concept, generally buyers are addicted on communication sources that is not formal such as family, relatives are greater than depend on formal communication publicity sources. Ultimately it is suspected that, brand loyalty plays a significant role as a defense for recently inaugurated opponents manufacture .If an industry have loyal customers then they normally get maximal space to improve and promote recent goods.

There are various techniques that can be used to increment brand loyalty relying on which industry is settled and which type of quality actually they are maintained. In (D.Aaker, 1991), demands that to keep loyal customers industries may deal their consumers with dignity. Customer satisfaction and brand loyalty both are linked to each other that can be achieved by finding news via customer's exploration.

2.1.1 Product Quality:

Product quality enclose properties of a good that carries on it efficiency, ability to please described needs. Moreover to define product quality as "fitness for use" or "conformance of requirements" (Russell & Taylor, 2006). Customers can buy continuously from same brand or can alter different brands to get the authentic quality product. In (Frings, 2005) describes that, the materials of product quality of style commodities include material, color, size, fitting and overall performance of goods. Fitting is acting as a drastic factor for garment selections because few fitted garments like swimsuits can ideally promote the customer's general availability.

Material plays a vital role in product quality because it influences on the hand feeling which is very important. In addition to, customers personally can be freak on specific colors, so just because of colors they can reject the styles. If their desired color not matches with they will refuse the styles (Frings, 2005).

Functional properties in playwear include waterproof, permeable, sturdiness that is the usage of garments. As an example, few customers wear their playwear for weighty work on the other hand few customer use for leisure and sport purpose as they require lot of movement while longevity is an essential strength in buying playwear (Garvin, 1988).

Quality awareness or purist or perfectionist is determined as consciousness and demand for high quality product and the necessity to get the ideal choice versus purchasing the first item of products (Sproles & Kendall, 1986). This dictates that the characteristics of quality are also connect to performance.

Product quality means capability and availability of a product to please the customers. In 2005, according to frings the materials of product quality of footwear include size, fitting, colors, and overall performance.

In 1995, according to (Abraham & Littrell, 1995), a combine list of wear properties has been created and one of the hypothetical model. Customer's decision relies on the customer's level of style awareness, so decision will be controlled by their view. Brands provide fashionable footwear so that it attracts to their loyal customers who are style conscious. In 1986, according to (Sproles & Kendall, 1986) style awareness is casually determined as a consciousness of modern model, altering styles and enchanting fashioning as well as the expectation to purchase something new trendy. Therefore product quality act as an important parameter influencing on purchasers satisfaction.

H1: There is a significant and positive relationship between Brand Loyalty and Product Quality.

2.1.2 Service Quality:

The general definition of service quality is that service should fulfill the anticipations and satisfy their required demands (Gronroos, 1990). Service quality is short of personal exchanging, shows a visible relationship between salesman and potential purchasers. Consumer casually prefer to shop at their fixed stores because they know the privileges of service and they feel satisfied with the service.

The influence of customers – salesman relationships will normally converted into term orientation of customers to the bran. To keep faith on salesman appears to narrate the whole perception of brand's service quality, and as a result in last time consumers are satisfied with the stores. To and (Leung, 2001), moreover personalization, authenticity, responsiveness, and attain able remarkably impact on consumers expertise and rating of service and in return, influences on the brand loyalty of consumers.

In (Gronroos, 1990) marked the quality of service as realized by purchasers had three dimension. First one is, functional dimension, which is also known as process dimension, second one is technical dimension also known as outcome dimension and the last one is image moreover in (Richard & Allaway, 1993) verified utilizing just the attributes or properties of functional quality to describe or presume customers behavior would be misconception of service quality and had little vertical righteousness.

(Zeithaml & Bitner, 2003) And (Bitner & Hubbert, 1993) characterized administration quality as an examination of what the clients feel a specialist organization should offer (desires). (Oliver, 1993) And (Bitner & M., 1995) express that administration quality saw by clients, is the contrast between clients' observations and desires for administration quality. In promoting writing, (Parasuraman, 1985) have characterized administration quality as the degree to which a help meets or surpasses client desires. (Parasuraman, 1985), in any case, propose that clients see administration quality in various manners. The main level is normal/wanted assistance,

which is the degree of administration the client would like to get by the specialist organization. The subsequent level is satisfactory help, which is the degree of administration the client will acknowledge (Ibid.). Along these lines, it is significant for the board to comprehend the essential idea of this build since clients are extremely delicate particularly if what they get, doesn't live up to their desires (Ibid.).

(Presbury, Fitzgerald, & Chapman, 2005) Underscore that it is imperative to offer support quality that meets the desires for clients. (Antony, Antony, & Ghosh, 2004) Allude to support quality as the idea of meeting and surpassing the desires for clients and on the off chance that these desires are not surpassed; at that point administration can be viewed as normal or substandard. It is along these lines significant for specialist organizations to offer great quality help to clients so the origination of value can be impacted by the administration result as well as by the administration procedure (Ibid.).

Undoubtedly, administration quality has ended up being the main component in the basic food item retailing nowadays. (Ghobadian, Speller, & Jones, 1994) Express that the enthusiasm for administration quality has expanded recognizably on the grounds that it is one of the prerequisites expected to make due in the contemporary, serious business condition. The idea of the administration is with the end goal that the client is available all the while. He further expresses that administration quality, in business setting, is the measure to which the administration conveyed meets client desires. Along these lines, administration quality is accomplished through gathering desires (Ibid).

H2: There is a significant and positive relationship between Brand Loyalty and Service Quality.

2.1.3 Price:

In (Cadogan & Foster, 2000) describes that for the general customer price is possibly considered as a vital factor. Customer with high brand loyalty are always agreeing to pay for their favored brand. Because of prices their choices may be not changed. Moreover customers have generally strong confidence on their beloved brand. Even it is related to price. If price increases, these loyal customers never break their hopes so they might compare with other brand (Evans, 1996). The amusement of customer can also be made by comparison price with perceived value. The customer will buy the product if the cost of the product is lesser than perceived cost. In (Yoon & Kim, 2000), loyal customers like to pay maximum to eliminate the risk of any sort of alteration and they are agreeing to a pay more even the cost has incremented because the perceive danger is pretty high loyal customers and brand maintain a long term relationship that makes them more cost tolerant, whereas loyalty dishearten buyers to compare the price with other incrementing price has become a central topic in customers decision at deliver value on overall assessment (Ruyter, 1999) .

In (Kotler, 2014), in customers decision, price may be paid rely on discretionally boundary. The customer are always ready to pay but somehow it rely on their needs, what their expectation from the brand and what they get, so in given time the rating of quality of a service. In (Lichtein, Erickson, & johanson, 1998); Curry and Rises, high cost good and service are always maintained high quality good and service the price of the low quality product is lesser than the price influences on quality goods since price influences on quality. In 1991 Dodds et al., in 1990 Monroe and in 1990 Zeithaml et al. describes If customers have no expertise to get a service, then they just take a decision relied on their anticipations like image, quality, color, material, quality and cost.

H3: There is a significant and positive relationship between Brand Loyalty and Price.

2.1.4 Promotion:

Promotion acts as an advertising blend segment that is sort of connection with customers. Advancement means promotion which is the combination of sales development, publicity and private exchanging. In mass media, publicity about good, brand or industry is quite open representation of information. This advertisement tremendously affect customers faiths, reliance, attitudes and satisfaction to goods and it also impact on their purchase attitude (Evans., 1996). It demonstrates that promotion particularly can help to set via publicity, it also help to distinguish goods contrary to opponents.

In (Rowley, 1998) advancement is a significant material of the chantry methodology by using promotion industry can connect with buyers in the way of offering good and it is also a procedure to inspire for buying. Sales association with the help of promoting and other activities and they are pointed to customers as ultimate customers. She demonstrated that advancement has prime role to define benefits and Market victory in bazaar. Includes publicity, mass relations, and sales advancement.

Advancement is one of the significant of marketing mix. . Its goal is to impart the messages in regards to organization's contributions with the objective market. For most organizations, successful correspondence is basic in boosting consumer loyalty. Helpless correspondence can prompt significant wellsprings of contention, including proficient mistaken assumptions, loss of trust, decreased participation, individual assaults in the expert circle and client blunder. Extra results of insufficient correspondence likewise incorporate diminished profitability, absence of regard and, at times, renunciation by representatives, clients or sellers (Kotler, 2014). Marketing interchanges speak to the voice of the organization and its brands; they are a methods by which the firm can set up a discourse and assemble associations with buyers (Kotler, 2014) marketing connections are also acting what the usage of products, where, by whom also demonstrate how and when it is used for customers. Customers are able to know about the industry like who generates the good, which brand stand for, so by knowing this they get an inspiring and exciting knowledge for use. In (Kotler, 2014), marketing connections permit industries to make a connection to other peoples, events, expertise emotions.

H4: There is a significant and positive relationship between Brand Loyalty and Promotion.

2.1.5 Customer Satisfaction:

In (Tse & Wilton, 1988), Purchaser satisfaction can be determined as “an degree and direction of antithetic between previous anticipation and true good outcomes” .In (Hennig-Thurau & Klee, 1997), consumer contentment with a company’s goods and services seen as the most significant factor contributing to profitability and performance .In (Gustafsson, Johnson, & Roos, 2005), purchaser contentment is actually how the continuous performance is assessed by customers. According to (Kim, Park, & Jeong, 2005) purchaser contentment is the response of the customer to the province of service, and the contentment level judgment of the consumer. In 2009 Deng et al. describes that in today’s industry world, purchaser amusement acts as a crucial parameter because the caliber of a service provider to achieve an upper level of contentment is useful for goods segregation so maintaining good purchaser kinships. In 1997 Oliver, purchaser contentment is narrated as the desire and expectations of purchaser when a service provides a certifiable level of satisfaction and sentimental reaction. Purchaser contentment acts as a vital parameter for understanding what they need and want to satisfy customers about. Pleasurable means satisfaction increase enjoyment, or decreases discomfort or dissatisfaction. Fulfillment is pointed by the expectation of purchasers. Furthermore, if the perceived performance of the service does not meet consumer standers, the possible outcome is disappointment (Churchill & Suprenant, 1982). The level of contentment or disappointment can be expressed in expectations or behaviors from old provided experience, which can have an effect on repurchase intention (Barsky, 1992). In (Barsky, 1992) purchaser contentment is an essential aspect of delivery of service because knowing and fulfilling the needs and preference of purchaser will result in increased market share from repeated purchased and referrals.

Whole satisfaction experience by the consumer is the product of the company being able to meet purchaser's wishes, expectations and requirements about the service. Consumer satisfaction is highly valued in and of itself as a strategic and, because it directly affects customer retention and income (Reichheld, The loyalty effect, 1996). Consumer loyalty may have an effect on potential reiterate purchase decisions and the customers will share their positive experience with other consumer. According to (Cornin & Taylor, 1992), the definition of purchaser contentment is based upon the experience of the customer in a particular service encounter. Some scholars, Such As (Jones & Suh, 2000), consider customer satisfaction as an accumulative term focused on a service experience's overall assessment. Na, (Marshall & Keller, 1999) regards satisfaction as the result of significant association or image. Satisfied customer experience "a pleasurable level of satisfaction associate with consumption" (Hunty, 1977). (Fornell, 1992) Desirable customer satisfaction as "an overall assessment of the post purchase" whereas day (1984, p. 496) describes customer satisfaction as "the consumer's reaction to the assessment of the perceive difference between prior expectation and real product results as perceived after its acquisition." However, the above definitions recognize satisfaction as a post-purchase reaction, since after the service experience, customers determine the quality of service.

(Yi, 1990) States that, consumer loyalty is considered as a disposition. On account of basic food item shops, the shopping experience is significant in assessing consumer loyalty. In such manner, consumer loyalty is assessed dependent on the various associations the client has with the specialist organization (Ibid.). As indicated by (Wicks & Roethlein, 2009), "associations that reliably fulfill their clients, appreciate higher maintenance levels and more prominent benefit". It is urgent at that point to keep clients fulfilled.

Nonetheless, since view of fulfillment give off an impression of being impacted by previous desires, this will imply that fulfillment results from a "disconfirmation judgment", with respect to the contrast between desires for the administration gave and the view of the genuine help execution (Rust & Oliver, 1994). In this way, the issue with the disconfirmation worldview exists concerning fulfillment.

For this situation, fulfillment will be considered as "a major aspect of the general disposition towards a specialist organization in certain number of measures" (Levesque & McDougall, 1996). It is along these lines imperative to assess administration quality by considering the significant quality characteristics that organizations can take improvement activities, particularly those properties that have lower fulfillment level.

H5: There is a significant and positive relationship between Brand Loyalty and Customer Satisfaction.

3. Methodology

3. Introduction:

This section focuses on the methodologies and exploration policy. In 2006 Hair et al, an investigation model serves as a plant at the procedures used to collect and justify data. Fixing the maximum compatible investigation model is relied on the investigation objectives hence the accurate knowledge needs to study. Selecting investigation model is fixed by the characteristics of fundamental data by the ideal process.

This section emphasizes on different distinctive steps in the investigation procedure and emphasize on the idea process, investigation model and procedure. Furthermore, data compilation processes and questionnaire plan with specific quantity scales will be narrated followed by a portion on data experiment. The next portion will start with a conversion on research procedure.

3.1 The Research Process:

In 2006, Hair et al refers that a acts as a blueprint of the procedures that is used to combine and evaluate data.

Defining the most appropriate research model is relied on the exploration objectives and the accurate information requisite of the study. The option of exploration model is define by the characteristics of the data that in important for collection and processes. In 2005 Cant, Gerber- Nel , Nel and Kotze the exploration procedure consists of an amount of steps with few high level of dependency procedure is to make a whole realization of several steps to be succeeded whereas producing exploration. In exploration procedure, several authors have several steps. In 2010 practice builds usage of exploration procedure steps as introduced by Lacabucci and Churchill. In 2008 kales, this section focused on the internal marketing that is desired at attracting, improving encouraging and maintain employees via employment manufacture that place their needs. The primary and secondary research motive have been promoted from the exploration problem.

3.1.1 The Primary Research Objective

Elementary investigation relies on various factors like meeting questionnaires and inspection to figure out how to receive purchasers for recent goods. Research on the influence of brand loyalty on properties of footwear in Bangladesh.

3.1.2 The Secondary Research Objectives

Basement depends on investigation on the knowledge collected by several sources that seems to be apposite to their good. The maximal vital properties of secondary investigation is low cost, sometime it is not acts as a secondary investigation this portion will provide insights into the ancillary objective set the elementary objective. The ancillary objective is the investigations intended to explore the parameters which are cover in purchaser amusement.

3.2 Methodology Paradigm:

In 2012, Saunders, Lewis and Thornhill describe the methodological illustration, paradigm denotes to explore communal illusion for better realization and describe them in 2000, Ticehurst and veal describes there that are two scenarios on paradigm that is connected to exploration philosophy. One is positivism and the other one is interpretivism in 2012 Saunders, Lewis and Thornhill describes that positivist philosophy is relied on science where in data has been gathered and viewed the fact and scientists are also attempt to get model between regulation like generalization and what was viewed. In 1994, Guba and Linclon disputed that this approach presumes that science explores the distinct fact of an understandable reality. On the other side in 2010: p.69 Leitch, Hill and Harrison refer that interpretivism is relied on real life philosophy which disputes that all inspection of the communal world is not and cannot be and the worship of disjuncted.

In 1991, Orlikowski and Baroun in the area of business and social science the famous and extensively used philosophy in positivism. In 2014 Collis and Hussey described that positivism emphasizes on existing conception to forecast and describe social occurrence and uses an explorative approach to interpret the outcome. As the purpose of the study is to define the intermediary effect of purchaser amusement on brand loyalty and other distinct factors and to demonstrate the outcome in statistical form this exploration follows the philosophy of positivist.

3.3 Research Approach:

In 2011, Sounders describes that, there are two sort research approach it is fixed where the exploration should be used in the deductive approach in where the investigation prospers a dogma and presumption and then makes an exploration policy to examine the hypothesis. The investigation might combine data and prosper dogma as an outcome of the data analysis.

3.4 Research Purpose:

Classifying business research on the basis of purpose is of 3 types. Such as,

1. Exploratory Research
2. Descriptive Research
3. Causal Research

Exploratory research:

In 2013 Zikmund refers that an experimental exploration is the elementary exploration that is directed to clarify and determine the characteristics of a problem.

Descriptive research:

In 2013 Zikmund refers that narrative exploration is determined as a exploration policy that explains the natures of the phenomenon which is being discussed.

Causal research:

In 2013 Zikmund, when the exploration problem is simply determined, casual exploration is directed to define the cause and effect relatedness among the factors this exploration is directed by the narrative exploration.

3.5 Time Horizon:

In 2012 Saunders, Lewis and Thornhill. Describes, when there are time limitations in which the exploration has to be conducted, the exploration can maintain either a longitudinal pattern or cross sectional pattern. In cross sectional part, data has been explored and make a population or an ambassador at distinctive point in time (Rindf leisch et al, 2008) in 2010 ploy hart and vandenbery describes that longitudinal studies permit the explorer to gather data several time for some factor over a long time. The longitudinal pattern is not maintained, as it needs more time and capitals. So the cross sectional pattern has been selected for this exploration, keeping in mind time limitations and capitals availability.

3.6 Sampling Technique:

There are various sampling strategies these strategies can be partitioned into two section. One is probability sampling and the other one is non probability sampling.

Probability Sampling:

Probability sampling is relied on the conception that is each member of population has familiar and identical possibilities of being elected. It gives the excellent possibility to make a sample that actually ambassador of the population.

Non-probability Sampling:

Non-probability sampling is a sampling strategy in where if any odds member being elected for a sample that is not considered. This is completely opposite from probability sampling, because in probability sampling odds can be calculated. For judgmental sampling non-probability sampling strategy was selected because it is budget and time friendly. It also assures quick response. Therefore this strategy is frequently used while working with little sample size.

3.7 Questionnaire Design:

The questionnaire a program consisting of a bundle of question for the intention of combining information from reports. As narrated in data collection portion, online surveys have been used for this exploration gather the basic data. Besides, for this study there were two selection in designing questionnaire. At first demographic section and second one the main section of the questionnaire. Demographic section consist of 5 questions 1.Gender 2. Occupation 3. Age 4.marital status and 5.brands. The actual section of the question are open reaction question. Reaction questionnaire is schemed and relied on 5 scales, where 1.sharply discord 2.discord 3.neutral 4.agree and 5.strongly agree. While gathering the basic data in the recent reaction were found and it was feasible to obey the actual condition.

3.8 Pilot Test:

Pilot examine is determined as a model of software. Testing that make the whole system under an actual time operation situation. The goal of the pilot examine is to define the value, time, probability and achievement of and exploration project. This examine is completed between production and vat. In pilot examine an elected group of end users attempt the system under the examiner expansion of the system. Moreover, it denotes to the usability examine pilot examine help to detect the errors as soon as possible in the system.

3.9 Data Collection:

In 2010 Berkowitz. This specific study used basic data to collect several views because one of the main benefits of basis data is the information is gathered for the specific problem that is normally shows that the data are recent. In 2007 Bruce wren, secondary data are gathered from few other intention that would be inapposite to recent study, therefore basic data are more dependable.

Here, I have gathered 30 various respondent basic from several working straight personal meeting. Online discussion and verbal discussion. To gather one respondent data it took almost 10 to 15 minutes. When gathering data respondents disclosed their personal thoughts to questionnaire factors.

3.10 Data Analysis:

After gathering the data, the questionnaire and edited after that I give input in sass 17.00 software. I have been used all the necessary exploration about the project firstly, I explored the frequency allocation to figure out the respondent's demographic conversation including their respondent occupation, age, gender, marital status and brands. Then a explored the narrative exploration of independent factors and interrelation exploration between dependent and independent factors. The authenticity of the report is marked through the reliability exploration. Finally, I conducted the multiple regression analysis to figure out the blueprint summary and coefficient analysis. The multiple regression exploration denotes the usefulness of independent factors on dependent factor of the report.

4. Data Analysis & Findings

Table 1: Respondents Demographical Discussion

Items		Frequency	Percentage (%)
Gender	Male	21	70
	Female	9	30
Total		30	100
Occupation	Student	17	56.7
	Clerical/ technical	0	0
	Professional	4	13.3
	Homemakers	4	13.3
	Service	5	16.7
	Managerial	0	0
	Others	0	0
Total		30	100
Age	15–25 Years	12	40
	26–35 Years	16	53.3
	36–45 Years	2	6.7
	above 45 Years	0	0
Total		30	100
Marital status	Married	15	50
	Single	15	50
Total		30	100
Brands	Nike	7	23.3
	Adidas	11	36.7
	Bata	5	16.7
	Apex	5	16.7
	Reebok	2	6.7
Total		30	100

Analysis: According to survey, in total respondents 70% is the male respondents and thirty present are the female respondents. Here most of them is students are 56.7 percent, Professional 13.3 percent, Homemakers 13.3 percent and Service 16.7 percent. The age distributions of them were: (1) 15-25 Years old (40 percent),

(2) The age of 26-35 years old (53.3 percent) and (3) the age of 36-45 years old (6.7 percent). The Marital Status of the total respondents while Married respondents are 50 percent and Single respondents are 50 percent. The Footwear Using Brand of the total respondents while Nike users are 23.3 percent, Adidas users are 36.7 percent, Bata users are 16.7 percent, Apex users are 16.7 percent and Reebok users are 6.7 percent.

Table 2: Reliability Analysis

Name of Variables	Cronbach's Alpha	No. of Items
Product Quality	.579	4
Service Quality	.602	4
Price	.227	2
Promotion	.380	3
Customer Satisfaction	.133	7

Analysis: The reliability analysis shows the values of Cronbach's alpha and number of item in the each variables of the questionnaire. All the variables of this assignment are reliable due to the values of Cronbach's alpha are 0.133 to 0.602 which meet the Minimum value as 0.6.

Table 3: Descriptive Analysis of Independent Variables

Name of Variables	N	Mean	Std. Deviation	Rank
Product Quality	30	4.33	0.323	3
Service Quality	30	4.32	0.247	1
Price	30	4.35	0.439	4
Promotion	30	4.42	0.289	2

Analysis: The Std. Deviation values of all independent variables are homogenous or infirmity due to 0.247 to 0.439 out of 5 point scales, it indicates that all independent variables have homogeneity which represents normal distribution.

Table 4: Correlation Analysis of Dependent and Independent Variables

Variables	Product Quality	Service Quality	Price	Promotion	Customer Satisfaction
Product Quality	1	.216	.212	.388	.039
Service Quality		1	-.012	.217	.088
Price			1	.027	.174

Promotion				1	.142
Customer Satisfaction					1

Analysis: Correlation analysis represents the relatedness among dependent and distinct factors. The kinship between two factors which is defined by R.

- Good quality and service quality are maintaining a positive kinship, where $R=0.216$. Good quality and cost maintain positive kinship where $R=0.212$. Product quality and promotion maintain extremely positive kinship where $R=0.388$. Good quality and purchaser contentment maintain positive relationship where $R=0.039$.
- Cost and service quality maintain negative relationship where $R= -0.012$. Promotion and service quality maintain positive relationship where $R=0.217$. Service quality and purchaser containment are maintaining positive kinship where $R=0.088$.
- Promotion and cost maintain positive kinship where $R=0.027$ cost and purchaser contentment maintain positive kinship where $R=0.174$
- Finally, promotion and purchaser contentment maintain positive kinship where $R=0.142$.

Table 5: Multiple Regression Analysis of Dependent and Independent Variables

Table 5.1: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.282a	.479	.068	.23370

Analysis: Here the model summary shows that the value of R Square is .479 which is greater than the tabulated value of R Square (0.4) it indicates that all the independent variables must be multi correlated relations.

Table 5.2: Exploration of variance of dependent and distinct factors.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.118	4	.029	2.538	.709a
	Residual	1.365	25	.055		
	Total	1.483	29			

Analysis: From the ANOVA table the calculated value of F in the model is **2.538** that is larger than the tabulated value where F=2.25 at 0.00 level of significance, it indicates that my model is fit for regression analysis.

Table 5.3: Coefficient Analysis of Dependent and Independent Variables

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
	(Constant)	3.250	1.414		2.298	.030
	Average of Product Quality	.099	.151	.142	.659	.516
	Average of Service Quality	.093	.182	.102	.511	.614
	Average of Price	.102	.102	.197	1.000	.327
	Average of Promotion	.167	.165	.214	1.016	.320

Analysis: Here the coefficient analysis of independent and dependent variables determines the hypothesis I can accept and reject on the basis of calculated T Value and the tabulate value of T at 0.05% level of significance statistically, the t-test counts how the means of two section are several from each other. The exploration is adequate when one needs to compare the means of two sections of factor.

5. Conclusion

The objective of research is to inspect how respondents are affected by the factor of brand loyalty to footwear industry. Brand loyalty is significant for association to confirm that it's good is kept in the minds of purchasers and restrain them from altering to another brands. The exploration demonstrated that it was not simple and easy to get and hold customer loyalty for a industry because there were various factors that emphasizes customer away like opposition, customer interest for variety and so on. From the exploration of this study it was displayed that brand loyalty consist of 5 factor that were apposite in the Bangladesh circumstance which are goods quality, price, service quality, promotion and purchaser contentment.

The findings expressed that goods quality acts as an important role in emphasizing customer to be loyal customers. It is marked that this factors means goods quality means significant role in countries like Bangladesh. The whole findings of this report also demonstrate that amongst others Bangladesh like to goods quality, cost, promotion, service quality and purchaser contentment as pertinent factors of the brand loyalty. All of these factors maintain a positive kinships with brand loyalty except style that is not maintained any kinship. The footwear industry is one area that gives fabulous potential in the customer market that increment the activities of footwear. More dependable, positive finding and faithfulness on this topic could. Influence and customers.

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Appendix:

Questionnaire on
Factors Affecting Brand Loyalty in the Footwear Industry - “A case study of BD”

Gender:	Occupation:	Age :	Marital status:	Brands:
1. Male	1. Student	1. 15–25	1. Married	1. Nike
2. Female	2. Clerical/technical	2. 26–35	2. Single	2. Adidas
	3. Professional	3. 36–45		3. Bata
	4. Homemakers	4. above 45		4. Apex
	5. Service			5. Reebok
	6. Managerial			
	7. Others			

To what extent do you agree with the following statements? Please give **tick (✓)** mark in the response column.

No	Product Quality	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
PQ_1	The size of Footwear fits me very much	5	4	3	2	1
PQ_2	The materials used by the Footwear are comfortable	5	4	3	2	1
PQ_3	The Footwear has good functional quality	5	4	3	2	1
PQ_4	The Footwear has sufficient color	5	4	3	2	1

No	Service Quality	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
SQ_1	Salesperson of the store is well trained	5	4	3	2	1
SQ_2	Salesperson of the stores willing to help	5	4	3	2	1
SQ_3	Salesperson of the store friendly and courteous	5	4	3	2	1
SQ_4	Salespersons of the stores have neat appearance	5	4	3	2	1

No	Price	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
P_1	Increases of price not hinder me to purchase	5	4	3	2	1
P_2	The brand provides goods value for money	5	4	3	2	1

No	Promotion	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
PR_1	Ads of the brand is attractive	5	4	3	2	1
PR_2	Window displays are attractive	5	4	3	2	1
PR_3	Ads of the brand attract me to purchase	5	4	3	2	1

No	Customer Satisfaction	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
CS_1	This is one of the best I could have bought	5	4	3	2	1
CS_2	This is exactly what I need	5	4	3	2	1
CS_3	I am satisfied with my decision to buy this	5	4	3	2	1
CS_4	Sometimes I have mixed feelings about keeping	5	4	3	2	1
CS_5	I have truly enjoyed this	5	4	3	2	1
CS_6	I am happy that I bought this	5	4	3	2	1
CS_7	I'm sure it was the right thing to buy this	5	4	3	2	1