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PRODUCT ATTRIBUTES AND DETERMINANTS OF BRAND LOYALTY: A STUDY AMONG SAMSUNG MOBILE USERS IN COIMBATORE, TAMIL NADU

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ABSTRACT
In the modern competitive environment of the smartphone industry, it is necessary to understand what drives brand loyalty to ensure commercial sustainability. This study investigates the relationship between some product attributes and predictors of brand loyalty among Samsung mobile customers in Coimbatore, Tamil Nadu. Informed by a mix of established consumer behaviour theories and recent empirical research, this study investigates key variables like product quality, price policy, after-sales service, personalization, software updates, and perceived brand image. A structured questionnaire was administered to obtain primary data from a sample of 194 Samsung smartphone customers in Coimbatore. Using statistical techniques, including correlation and regression analysis, the study sought to identify significant relationships between product attributes and customer loyalty. Demographic variables like age and occupation were found to moderate the relationships. The study provides valuable inputs for Samsung marketers and strategic planners in understanding areas of increasing consumer retention and loyalty in a fast-changing local market. Trust and customer satisfaction were discovered to be a mediating variable in determining the relationship between tangible product attributes and customer loyalty. Respondents also identified the growing significance of environmentally friendly practices and Samsung's innovation policy as drivers of brand loyalty

KEYWORDS: *Brand loyalty, product quality, Samsung smartphones, customer satisfaction, Coimbatore, After-sales service, Customer satisfaction.*

I. INTRODUCTION

Brand loyalty plays a vital role in consumer behaviour and is a significant determinant of a company's long-term success. In the fiercely competitive mobile phone sector, where technological innovations and consumer preferences evolve swiftly, it is crucial for companies to comprehend the elements that Promote brand loyalty in order to maintain and grow their market presence. This research focuses on Samsung mobile users in Coimbatore, Tamil Nadu, investigating how various product attributes influence brand loyalty. As one of the top smartphone brands worldwide, Samsung provides a diverse array of products tailored to different consumer demographics. The study examines essential product characteristics such as quality, pricing, features, design, durability, after-sales support, and brand reputation, and their impact on consumer loyalty towards Samsung mobile devices. Consumer loyalty is shaped by both functional and emotional factors. Functional elements include the smartphone's performance, battery longevity, camera capabilities, software updates, and overall user experience, while emotional aspects pertain to the brand's image, trustworthiness, customer engagement, and perceived value. In Coimbatore, an emerging urban centre populated by young professionals, students, and business users, mobile phone consumers display varied purchasing behaviours. By analysing consumer preferences and expectations, businesses can refine their offerings to stay competitive in the market.

II. REVIEW OF LITERATURE:

1. Canan Eryigit (2013). "The Influence of Brand Associations on Brand Loyalty in Accordance with Product Involvement". This study examines how brand associations, such as perceived quality and brand image, influence brand loyalty, particularly considering the level of product involvement. It highlights that strong, positive brand associations can enhance loyalty, especially for high-involvement products.

2. Robert Heath, David Brandt, and Nairn (2006). "Brand Relationships: Strengthened by Emotion, Weakened by Attention". The paper explores the role of emotional engagement in building brand relationships and loyalty. It suggests that emotional connections with a brand can strengthen loyalty, while excessive cognitive attention to advertising may weaken it.
3. Junghyun Kim and Eun Ah Yu (2016). "The Holistic Brand Experience of Branded Mobile Applications Affects Brand Loyalty". This research investigates how the overall experience of using branded mobile applications impacts brand loyalty. It finds that a positive, seamless app experience can enhance customer satisfaction and loyalty to the brand.
4. Grace T.R. Lin and S. Chia-Chi (2011) "Factors Influencing Satisfaction and Loyalty in Online Shopping: An Integrated Model". The study proposes an integrated model to identify factors affecting customer satisfaction and loyalty in online shopping.
5. V. Lazarevic (2012). "Encouraging Brand Loyalty in Fickle Generation Y Consumers". This paper examines strategies to cultivate brand loyalty among Generation Y consumers, who are often characterized by low loyalty levels.

III. RESEARCH OBJECTIVES

1. To identify key product attributes that influence brand loyalty among Samsung mobile users in Coimbatore.
2. To assess the impact of brand trust on customer retention and repeat purchases.
3. To analyse the role of after-sales service in strengthening brand loyalty.
4. To identify the influence of educational qualification in using Samsung mobile per day.
5. To identify the influence of age in purchase of Samsung mobile in five years period.

IV. SCOPE OF THE RESEARCH

1. This study focuses on understanding which specific product features like design, durability, performance, software updates, and customization play the biggest role in building brand loyalty among Samsung mobile users in Coimbatore.
2. Another key part of the study is looking at how much trust in the Samsung brand influences people to keep coming back and make repeat purchases. It explores whether positive experiences and a strong brand reputation can lead to long-term customer relationships.
3. After-sales service is also under the spotlight. The research looks into how well Samsung supports its customers after they've bought a phone whether through service centres, warranty handling, or technical support and how this affects customer satisfaction and loyalty.

V. RESEARCH METHODOLOGY

RESEARCH DESIGN

A research design is a detailed blue print used to guide a research study towards its objective. The process of designing a research study involves many interrelated decisions. The most significant decision is the choice of research approach, because it determines how the information will be obtained. The choice of the research approach depends on the nature of the research. The present study is descriptive research based on the survey method. The methods adopted in the choice of sample, selection of respondents, collection of data and tools of analysis are briefly discussed in this part.

AREA OF THE STUDY

The geographical area of the study chosen for this research is Coimbatore district, Tamil Nadu.

POPULATION OF THE STUDY

The population of the study are the people who are living in Coimbatore district and are using Samsung mobiles.

SAMPLING TECHNIQUE

A convenience sample is a sample where the respondents are selected, in part or in whole, at the convenience of the researcher. The researcher makes no attempt, or only a limited attempt, to ensure that this sample is an accurate representation of some larger population.

SAMPLE SIZE

Since the entire population cannot be taken for the study, the size of the sample was restricted to 194 respondents.

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HYPOTHESES OF THE STUDY

- H_1: There is a significant relationship between product attributes and brand loyalty among Samsung mobile users in Coimbatore.
- H_2: Brand trust has a significant positive effect on repeat purchases among Samsung mobile users.
- H_3: After-sales service quality significantly influences brand loyalty among Samsung mobile users.
- H_4: There is a significant relationship between educational qualification and usage of Samsung mobile phones per day.
- H_5: There is a significant relationship between Age and number of Samsung mobile purchased in 5 years period.

DATA COLLECTION:

There are several ways of collecting the appropriate data. While deciding about the method of data collection to be used for the study, the researcher should keep in mind, that there are two types of data viz primary & secondary data.

1.PRIMARY DATA

Primary data are those which are collected for the first time and thus happen to be original in character. Primary data for the study has been collected through questionnaire and personal interview from the respondents.

2. SECONDARY DATA

Secondary data on the other hand are those which have already been collected by someone else and which have already been passed through the statistical process. In this study secondary data are collected from the online articles, journals, text books, etc.

TOOLS USED FOR DATA ANALYSIS

Data is collected through structured questionnaire by way of circulating the questionnaire to the respondents. The collected data is tabulated and coded, using simple percentage method and statistical methods the data were analyzed and interpretation was given. Appropriate charts were used to present the data pictorially. The following tools were used to draw inference of the study.

- **Percentage Analysis**

This is a Univariate analysis where the percentage of a particular factor with different categories is calculated, in order to help one get fair idea regarding the sample and thereby that population. The number of responses of each category is summarized to percentage format for the convenience to use other statistical tools namely pie chart and bar diagrams.

Percentage = ((a portion)/ (the whole)) *100.

Statistical Techniques

Using SPSS statistical analysis software, the following tests were conducted to test the hypothesis.

- **Chi-Square Test**

Chi-Square test can be used to determine if categorical data shows dependency or the two\ classifications are independent.

$$^2 = \sum \{(Oi - Ei)\ 2 / Ei\}$$

Applying Yate's correction:

$$^2 = \sum \{(|O\ i - E\ i| - 0.5)\ 2 / E\ i\}$$

- **Correlation test:**

Correlation research is a type of non-experimental research method in which a researcher measures two variables and understands and assesses the statistical relationship between them with no influence from any extraneous variable. In statistical analysis, distinguishing between categorical data and numerical data is essential, as categorical data involves distinct categories or labels, while numerical data consists of measurable quantities.

1. **Positive correlation:** A positive relationship between two variables is when an increase in one variable leads to a rise in the other variable. A decrease in one variable will see a reduction in the other variable. For example, the amount of money a person has might positively correlate with the number of cars the person owns.
2. **Negative correlation:** A negative correlation is quite literally the opposite of a positive relationship. If there is an increase in one variable, the second variable will show a decrease, and vice versa.
3. **No correlation:** There is no correlation between the two variables in this third type. A change in one variable may not necessarily see a difference in the other variable. For example, being a millionaire and happiness are not correlated. An increase in money doesn't lead to happiness.

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VI. DATA ANALYSIS & INTERPRETATION

CORRELATION TEST 1: Attributes and future purchase of Samsung phone.

H_0: There is a No significant relationship between Product attributes and brand loyalty among Samsung mobile users in Coimbatore.

H_1: There is a significant relationship between Product attributes and brand loyalty among Samsung mobile users in Coimbatore.

Correlations: Pearson Correlation	
Attributes	Do you plan to purchase a Samsung phone in the future?
Battery life	.271
Fast charging	.302
Smooth functioning	.271
Security and Protection	.260
Camera Quality	.304
Advanced Cooling System	.240
5G Connectivity	.302
Durability	.254
Price	.217
Software & UI Experience	.297

Interpretation

All correlation coefficients are positive, indicating that there is a significant relationship between Mobile attributes and brand loyalty among Samsung Mobile users in Coimbatore.

CORRELATION TEST 2: Brand loyalty and future purchase of Samsung phone.

H_0: There is a No significant relationship between Brand loyalty and Repeat purchase among Samsung mobile users in Coimbatore.

H_1: There is a significant relationship between Brand loyalty and Repeat purchase among Samsung mobile users in Coimbatore.

Correlation: Pearson Correlation	
Brand loyalty	Do you plan to purchase a Samsung phone in the future?
Samsung mobile phone suits me personally.	.191
I will recommend Samsung Phone to others.	.345
I am ok with overall performance of the Samsung mobile phone.	.299
Willing to pay higher price for Samsung brands over other competitors.	.290
I believe Samsung phones provide high benefits and value for money.	.277
I prefer Samsung over other brands when upgrading my mobile phone.	.314
I feel emotionally connected to the Samsung Brand.	.275

Interpretation:

All correlation coefficients are positive, indicating that there is a significant relationship between brand loyalty and repeat purchase among Samsung Mobile users in Coimbatore.

CORRELATION TEST 3: After sales service and brand loyalty.

H_0: There is a No significant relationship between After sales service and Brand loyalty among Samsung mobile users in Coimbatore.

H_1: There is a significant relationship between After sales service and Brand loyalty among Samsung mobile users in Coimbatore.

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Customer Satisfaction on after- sales service of Samsung service centres	Brand loyalty
After-sales service responsiveness.	.221
Availability of service centres in your area.	.137
Ease of getting technical support/help.	.228
Friendliness and professionalism of staff.	.088
Satisfaction with service quality.	.101

Interpretation
All correlation coefficients are positive, indicating that there is a significant relationship between After sales service and Brand loyalty among Samsung mobile users in Coimbatore.

CHI SQUARE TEST 1
Educational qualification and usage of Samsung phones per day.
H_0: There is no significant relationship between educational qualification and usage of Samsung mobile phones per day.
H_1: There is a significant relationship between educational qualification and usage of Samsung mobile phones per day.

Chi-Square Tests			
	Value	df	Asymptotic Significance
Pearson Chi-Square	19.662	15	.185
Likelihood Ratio	23.219	15	.080
Linear-by-Linear Association	1.012	1	.314

Calculated $\chi 2$ Value: 19.662
Degree of freedom: 15
Signification level: .185

Interpretation
The p-value 0.185 is greater than 0.05. Therefore, we accept the null hypothesis. This shows that there is no significant relationship between educational qualification and usage of Samsung mobile phones per day.

CHI-SQUARE TEST 2
Age and number of Samsung phones purchased in 5 years period
H_0: There is no significant relationship between Age and number of Samsung Phones purchased in 5 years period.
H_1: There is significant relationship between Age and number of Samsung Phones purchased in 5 years period.
Calculated $\chi 2$ Value: 21.090

Chi-Square Tests			
	Value	df	Asymptotic Significance
Pearson Chi-Square	21.090	9	.012
Likelihood Ratio	22.031	9	.009
Linear-by-Linear Association	4.824	1	.028

Degree of freedom: 9
Signification level: .012

Interpretation
The p-value 0.012 is less than 0.05. Therefore, we reject our null hypothesis. This shows that there is a significant relationship between Age and number of Samsung Phones purchased in 5 years period.

VII. FINDINGS
Product Attributes and Loyalty
From our study, it's clear that certain product features really stand out for Samsung users in Coimbatore. People value their phone's durability, camera quality, smooth performance, battery life, and display. These practical yet high-performing features make users feel confident sticking with Samsung.

Trust and Customer Retention
Trust plays a big role in why customers keep choosing Samsung. When users feel the brand is dependable and delivers on its promises, they're more likely to remain loyal, buy again, and even encourage friends and family to try it too.

After-Sales Service
After-sales support turned out to be more important than many realize. Users appreciated when service centres were helpful, repairs were handled quickly, and they felt supported even after buying the phone. This kind of care makes people want to stay with the brand.

Education and Daily Use
Interestingly, a user's education level influenced how they used their phone. Those with higher education tended to explore more features from using productivity apps and online learning platforms to mobile banking and smart planning tools.

Age and Buying Habits:
Age also made a difference. Younger users were more eager to upgrade their phones frequently, chasing new tech and features. Older users, however, preferred reliability and were more cautious, keeping their phones longer if they worked well.

VIII. SUGGESTIONS & RECOMMENDATIONS

Focus on consistent innovation in product features
To keep users engaged and loyal, Samsung should continue introducing thoughtful innovations that genuinely enhance everyday use. This includes improvements in battery life, camera quality, display clarity, and overall performance. At the same time, it's important to maintain a standard of reliability that consumers can trust. Incorporating that feedback into product design will help build stronger brand connections.

Build brand trust through clear and honest communication
Trust is earned through actions that align with promises. Samsung should focus on delivering what it advertises and avoid exaggerating features. Providing regular software updates, maintaining transparency about warranty policies, and consistently meeting user expectations will help build long-term trust.

Improve after-sales service to enhance customer satisfaction
Customers often remember how a brand treats them after the sale, so Samsung should continue to invest in making after-sales service more accessible and efficient. Expanding service centres in and around Coimbatore, offering training for friendly and helpful customer support, and making repair or return procedures more user-friendly can go a long way.

Adapt marketing strategies to different educational backgrounds
Not all users engage with technology in the same way. For users with higher educational qualifications, Samsung can highlight advanced features such as multitasking tools, device security, and productivity apps. For users who may be less technically inclined, the focus should be on ease of use and reliability. Offering simple tutorials, digital workshops, or customer education sessions can help bridge the gap.

Customize approaches for different age groups
Different age groups tend to look for different things in a smartphone. Younger users often respond to sleek designs, social media features, and entertainment value, while older users typically look for dependable performance and practical features. Samsung should shape its advertising messages and product offerings to reflect these needs.

IX. CONCLUSION

This research reveals the salient determinants driving Samsung mobile users' brand loyalty in Coimbatore. Attribute-based features including durability, ease of use, and timely updates of the software were the crucial drivers of customers' choice. Moreover, the trustworthiness of a brand is the deciding factor in acquiring customer loyalty and repeat purchasing and hence establishing its credibility and authenticity in brand messaging. After-sale service became a major touchpoint that affects the overall brand experience. Those users who were given timely and reliable service were also more likely to stick with the brand. Education level was found to affect the degree to which users interact with their devices on a daily basis, where more educated users were more likely to

dig deeper into more sophisticated features. Age was also a factor, where older users were more loyal in the long term while younger consumers were more brand-switching. The research highlights that brand loyalty is a multifaceted result influenced by both tangible product features and intangible brand ideas. For Samsung, continued strategic focus on quality, service, and customer trust will be crucial to ensure enduring loyalty in the evolving market environment.

X. REFERENCES

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5. *V. Lazarevic (2012). "Encouraging Brand Loyalty in Fickle Generation Y Consumers". This paper examines strategies to cultivate brand loyalty among Generation Y consumers, who are often characterized by low loyalty levels. It suggests that personalized marketing and social media engagement are effective approaches.*
6. *V. Liljander, J. Gummerus, and M. Söderlund (2015). "Young Consumers' Responses to Suspected Covert and Overt Blog Marketing". The research explores how young consumers react to covert (hidden) and overt (transparent) blog marketing tactics. It finds that perceived authenticity and transparency significantly influence brand loyalty.*