

**Impact of Word of Mouth and Brand Recommendation on Customer Loyalty for Branded
Apparels in Dehradun City**

Suchita Gera

Assistant Professor, Department of Management
Himgiri Zee University, Uttarakhand, India.

ABSTRACT

As simulated brand societies are developing, Marketers are spotting rising significance of Word of Mouth and brand recommendation behavior. The objective of this paper is to find the impact loyalty phase's on word of mouth and brand recommendation behavior in the perspective of branded apparels communities. Study was conducted on a sample of 100 members from a branded apparels community based in Dehradun city of Uttarakhand in India.

Key words: Brand Loyalty, Word of Mouth, Brand Recommendation, Branded Apparels

INTRODUCTION

Expanding customer loyalty is a significant issue for manager's scholastics and advisors. The significance of faithful clients is that assuming they become steadfast, there is higher standard for dependability and which result higher offer for the firm in a specific class and they additionally advance the individual result of the firm with great informal exchange or buzz showcasing. Product quality is a basic determinant of customer satisfaction. Item request relies upon the quality that a producer is giving to their buyers. The field of customer loyalty promoting has been around for a long time, however developments from it just being a model for leading business to turning into a vehicle for showcasing and publicizing have made it inescapable in shopper advertising associations since the mid-to late-1990s. Steadfastness explores show that the vast majority of the organizations lose 45 to half of their clients like clockwork and afterward catching new clients is 20 time more costly than to hold existing clients. And surprisingly 5% decrease in client's surrender rate can build benefits by 25 to 85% contingent upon the business. Each business in this aggressive world is attempting to amplify their benefit and to do this they attempt to give best item and best support of their unwavering client. In Current market the idea of client dependability is critical. Making a buyer faithful toward a particular organization item is anything but a simple work. Faithfulness of client assumes essential part to accomplish upper hand and support it. The two primary factors Customer maintenance and Customer fulfillment are of outrageous significance. These factors should rely on different factors. Client maintenance is reliant upon reliability, characteristics of an item and client relationship while Customer fulfillment is subject to item saw worth and item quality. Client unwaveringness is a significant issue. Many think of it as a disposition based peculiarity that can altogether affected by client relationship the executives. Anyway experimental exploration shows

that devotion in aggressive recurrent buy is molded more by the detached acknowledgment of brand than a solid disposition about them.

Word of mouth is a part of promoting that can influence a brand both in a positive or negative manner. Customers frequently rely upon verbal exchange in settling on purchase choices as it is seen more sound contrasted with different means. Advertisers perceive developing significance of Word of Mouth, as virtual brand networks fill in size. Verbal exchange creates a dramatically more noteworthy effect on the items individuals propose, purchase, and become faithful to. Furthermore, the report likewise expresses that impact of brand recommendation will presumably develop to a point where it's presently not a demonstration of individual, one-on-one correspondence. Brand loyalty is a buyer personal behavioral standard where buyers fosters a good inclination and becomes focused on a specific brand and committed to make rehash buys. Brand devotion as a successive cycle which incorporates intellectual, full of feeling, conative, and activity unwaveringness stages. This review expects to observe the impact of various brand reliability states on Word of Mouth and recommendation Behavior.

Objectives

- 1 Analyzing the factors of brand loyalty for branded apparels
- 2 Evaluating the impact of word of mouth on brand loyalty of branded apparels
- 3 Studying the impact of recommendation on brand loyalty of branded apparels

LITERATURE REVIEW

Oliver (1997)¹ projected a theoretical background of brand loyalty, with consecutive brand loyalty states -cognitive, affective, conative, and behavioral loyalty. Thus, brand loyalty is assurance to re-buy a brand constantly in the upcoming times, thus ensuring same-brand acquiring, notwithstanding other impacts and exertions consuming the probable to cause brand transferring.

Worthington et al. (2009)² discuss that all social activities is a mixture of rational, responsive and/or behavioral reactions. In this tri-dimensional methodology, brand loyalty is consequently the amalgamation of a customer's feelings and approaches about a brand that are then articulated as an act

Garnefeld et al. (2011)³ constructed on self-perception model, discusses that suggesting a brand/product increases the existing buyers' brand loyalty. They also states that affirmative Word of Mouth Behavior is not only operative for client procurement but also for customer withholding. They led trials in two dissimilar situations and establish that word of mouth behavior clearly impacts the senders' attitudinal and behavioral loyalty. The influence is bring into being to be sturdier for consumers with small knowledge in the class and with the benefactor.

Virk (2016)⁴ deliberate the brand loyalty of women customers for cosmetic products. The outcomes presented that Lakme is most favored brand among females. A strong relationship exists between occupation, residential location, reference and brand preference. It is also established that there is a significant relationship between brand name and price of brand.

Kumar et al. (2016)⁵ inspected the influence of brands on consumers' gratification. Life style of respondents has been set up most imperative aspect which impacts the purchaser's choice trailed by

Impact of Word of Mouth and Brand Recommendation on Customer Loyalty for Branded Apparels in Dehradun City

feature, reference group, profession, conviction, price and packaging. Therefore, it can be concluded that when consumers buy they give inclination to brand name.

Anne Martensen et al. (2017)⁶ examines how established word-of-mouth (WOM) influences customer feelings and behavioral purpose and approach. They established a theoretical model by spreading the theory of coherent action structure by comprising word of mouth and sentiments, and institute that customers react otherwise to both positive and negative word of mouth.

Shabbir et al. (2017)⁷ led a study on brand loyalty, brand image and brand equity. Brand loyalty and brand image are key elements of brand equity. Brand loyalty comprises the practical traits while brand image comprises the emblematic article of brand equity. The outcomes propose that brand loyalty and brand image have an affirmative influence on brand equity.

Hypothesis

H₀1: There is no statistically significant impact of word of mouth on customer loyalty.

H_A1: There is a statistically significant impact of word of mouth on customer loyalty.

H₀2: There is no statistically significant impact of brand recommendation on customer loyalty.

H_A2: There is a statistically significant impact of brand recommendation on customer loyalty.

RESEARCH METHODOLOGY

Research was carried out on members of the branded apparels community based in Dehradun city of Uttarakhand state. A sample of 100 members was chosen by simple random sampling and data collected through questionnaires.

RESULTS AND DISCUSSION

Word of Mouth:

In order to examine whether there is any impact of word of mouth on customer loyalty of the consumer this study has worked out Kruskal-Wallis H test as the data collected from the field was found not normal. The details are as follows:

TABLE 4.11 MEAN RANK – WORD OF MOUTH

Customer Loyalty 2	N	Mean Rank
Rarely	16	140.90
Frequently	55	147.70
Very Frequently	29	159.01
Total	100	

Source: Field Survey

TABLE 4.12 KRUSKAL WALLIS - WORD OF MOUTH

Variables	Values
Total N	100
Test Statistic (χ^2)	1.734 ^{a,b}
Degree of Freedom	2
Asymptotic Sig. (2 Sided Test)	0.420

Source: Field Survey

Note: 5% Level of Significance

a = The test statistic is adjusted for ties

b = Multiple comparisons are not performed because the overall test does not show significant differences across samples

To measure the impact of word of mouth on customer loyalty of the consumer the following hypothesis has been formed:

H₀1: There is no statistically significant impact of word of mouth on customer loyalty.

H_A1: There is a statistically significant impact of word of mouth on customer loyalty.

The procedure and the outcome of the test have been discussed in following lines:

Mean ranks of the treatment groups are presented in Table 4.11. Test results shown in Table 4.12 shows that there is no statistically significant difference in mean rank scores between the targeted group as χ^2 value = 1.734, $p = 0.420$. Results suggested that there is no strong evidence to reject our null hypothesis. Hence we could not reject our null hypothesis and conclude that the mean rank scores are same across the groups. This means that word of mouth does not have any impact on the customer loyalty. It is same for all the customers whether they come from the group rarely buy or very frequently buy.

Brand Recommendation:

In order to examine whether there is any impact of brand recommendation on customer loyalty of the consumer this study has worked out Kruskal-Wallis H test as the data collected from the field was found not normal. The details are as follows:

TABLE 4.21 MEAN RANK – BRAND RECOMMENDATION

Customer Loyalty 4	N	Mean Rank
--------------------	---	-----------

Impact of Word of Mouth and Brand Recommendation on Customer Loyalty for Branded Apparels in Dehradun City

Rarely	18	162.33
Frequently	51	149.17
Very Frequently	31	148.39
Total	100	

Source: Field Survey

TABLE 4.22 KRUSKAL WALLIS - BRAND RECOMMENDATION

Variables	Values
Total N	100
Test Statistic (χ^2)	0.844 ^{a,b}
Degree of Freedom	2
Asymptotic Sig. (2 Sided Test)	0.656

Source: Field Survey

Note: 5% Level of Significance

a = The test statistic is adjusted for ties

b = Multiple comparisons are not performed because the overall test does not show significant differences across samples

To measure the impact of brand recommendation on customer loyalty of the consumer the following hypothesis has been formed:

H₀₁: There is no statistically significant impact of brand recommendation on customer loyalty.

H_{A1}: There is a statistically significant impact of brand recommendation on customer loyalty.

The procedure and the outcome of the test have been discussed in following lines:

Mean ranks of the treatment groups are presented in Table 4.21. Test results shown in Table 4.22 shows that there is no statistically significant difference in mean rank scores between the targeted group as χ^2 value = 0.844, p = 0.656. Results suggested that there is no strong evidence to reject our null hypothesis. Hence we could not reject our null hypothesis and conclude that the mean rank scores are same across the groups. This means that brand recommendation does not have any impact on the customer loyalty. It is same for all the customers whether they come from the group rarely buy or very frequently buy.

CONCLUSION AND RECOMMENDATION

The objective of this paper was to find the impact of brand loyalty states on word of mouth behavior and brand recommendation in branded apparels community. Study was conducted on a sample of

100 members in a branded apparels community based in Dehradun. Result showed that cognitive loyalty does not have significant relationship with word of mouth behavior and brand recommendation. Affective, Conative and behavioral loyalty has a positive impact on word of mouth behavior. Marketers can increase positive word of mouth behavior by cultivating emotional, conative and behavioral loyalty statuses. More studies should be led to find the effect of demographic variables on word of mouth behavior and brand recommendation.

REFERENCES

1. Oliver (1997), "Whence Consumer Loyalty", *Journal of Marketing*, Vol. 63, Fundamental Issues and Directions for Marketing (1999), pp. 33-44 (12 pages).
2. Worthington, Steve & Russell-Bennett, Rebekah & Hartel, Charmine. (2010). A tri-dimensional approach for auditing brand loyalty. *Journal of Brand Management*. 17. 10.1057/bm.2009.24.
3. Garnefeld, Ina & Helm, Sabrina & Eggert, Andreas. (2011). Walk Your Talk: An Experimental Investigation of the Relationship between Word of Mouth and Communicators' Loyalty. *Journal of Service Research - J SERV RES*. 14. 93-107. 10.1177/1094670510384981.
4. Kumar, V. & Pozza, Ilaria & Ganesh, Jaishankar. (2013). Revisiting the Satisfaction–Loyalty Relationship: Empirical Generalizations and Directions for Future Research. *Journal of Retailing*. 89. 246–262. 10.1016/j.jretai.2013.02.001.
5. Virk (2016). Cosmetics Brand Allegiance of Women Consumers. *International Journal of Management (IJM)*, Volume 7, Issue 7, November–December 2016, pp.257–264.
6. Martensen, A., & Grønholdt, L. (2017). The effect of word-of-mouth on consumer emotions and choice: findings from a service industry. *International Journal Of Quality And Service Sciences*, 8(3), 298-314. doi:10.1108/ijqss-04-2016-0037.
7. Qasim Shabbir, Muhammad & Khan, Ansar & Khan, Saba. (2017). Brand Loyalty Brand Image and Brand Equity: The Mediating Role of Brand Awareness. *International Journal of Innovation and Applied Studies*, 19. 2028-9324.
8. Mc Kinsey & Company (2010) a new way to measure word-of-mouth marketing.
9. Hasan, Syed Akif, Muhammad Imtiaz Subhani, Amjad Ali Khan and Amber Osman (2012). Effect of Trust Factors on Consumer's Acceptance of Word of Mouth Recommendation, *European Journal of Social Sciences*, Vol. 31, No. 2, pp. 212-21.
10. Upamannyu, N. (2014) Effect of brand image on customer satisfaction & loyalty intention and the role of customer satisfaction between brand image and loyalty intention: a study in context of cosmetic product. *Journal of social science research*, 3(2), 274-285. doi: 10.24297/jssr.v3i2.3119.
11. Radakovic, K. (2016). 10.5937/ekonhor1403265r = Belch E.G., Belch M.A.: Advertising and promotion: An integrated marketing communications perspective, McGraw Hill, New York, NY, 2012. *Ekonomski Horizonti*, 16(3), 265-267. doi: 10.5937/ekonhor1403265r.