The Impact of Brand Image on Customer Loyalty and Commitment

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Abstract: - **The aim of this research is to understand the factors behind laptop purchase decisions of consumers. Nowadays companies make use of various strategies in order to attract new customers, retain existing customers and differentiate their products from those of their competitors. Perhaps, the most important and effective strategy to influence consumer behavior in the product selection is emphasizing the "brand name" of the products. Aim in this paper is to investigate how Laptop brands can influence consumer's loyalty and Commitment. Brand equity is a set of brand assets and liabilities linked to a brand name and symbol, which add to or subtract from the value provided by a product or service. It enhances the customer's ability to interpret and process information, improves confidence in the purchase decision and affects the quality of the user experience. Using this construct widely discussed in the literature, we use and build our hypothesis including independent variables as Perceived quality, Brand awareness, Brand association and Brand trust and Purchase intention with taking dependent variables as Customer Loyalty and Customer Commitment. In this study five laptop brand have been considered namely Apple, HP, Dell, Lenovo and Samsung and given sixth option as other brand to make a choice. The study involved a questionnaire administered to 98 respondents. Findings indicates that a majority of the Laptop buyers' decisions are mainly influenced by Brand Association, Brand awareness and Perceived quality. Purchase intention and Brand trust do not seem to influence Customer Loyalty and Commitment for the sample of this study.**

Keywords- **Brand Image, Customer Commitment, Brand Association, Quality, Customer loyalty, Brand Awareness, Purchase Intention and Perceived Quality.**

Methodology/approach- **A quantitative approach is used by using 31 items which includes 4 demographic questions, 5 point Likert scaled questionnaire administered to 98 participants with 30% usable response rate. Data is analyzed using Factor analysis, ANOVA, Significance test, Correlation and Reliability test.**

Finding - **Findings indicate that a majority of the Laptop buyers' decisions are mainly influenced by Brand Association, Brand awareness and Perceived quality. Purchase intention and Brand trust do not seem to influence Customer Loyalty and Commitment for the sample of this study.**

I. INTRODUCTION

Nowadays companies utilize various strategies in order to attract new customers, retain current customers and differentiate their products from their competitors. Perhaps, the most important and effective strategy to influence consumer behavior in the product selection is using the brand for the products. Brands are valuable to the consumers for two reasons: first, brands decrease the risks for the consumers. Second, it leads to saving the costs in decision-making. Furthermore brands can simplify choice, promise a particular quality level, and/or engender trust. Brands serve as reminders of a customer's overall past experience with a product. Aaker (1991) believes brands are important because companies are recognized through their brand. Customers have many brand choices but they have less time to make a choice. The brand specialty helps the customers in decision making to purchase a right product with less risk and according to set expectations. According to Ambler (2000) brand is considered to be the second most important asset of a company – only behind customers, however, according to Aaker (1991), it is the most important asset for a company. Therefore, we deal with significant concepts – Customer Loyalty and Commitment. The study involves how an individual or groups select, purchase, use or dispose of products, services ideas, or experience to satisfy their need and desires. On the other hand "A brand is a name, term, sign, symbol or design or combination of them, intended to identify the goods and service of one seller or group of sellers and to differentiate them from those of competitors" (Kotler, 2000). Sometimes people make a mistake between brand and product, but they are two different things. According to McQuiston (2004), "A product is something that is made in a factory; a brand is something that is bought by a customer. A product can be copied by a competitor, a brand is unique. A product can be quickly outdated, a successful brand is timeless". Marketing literature defines the relationship between customers and brands as "brand equity". Our aim in this study is to show the impact of Laptop brands on consumer purchasing behavior through this relationship. In this way, the model intended to measure brand Image based on consumer's point of view, including perceived quality, brand awareness, brand association and brand loyalty how they affect the Customer loyalty and Commitment. Finally, in the last part, we will provide our conclusions and suggestions for further research.

Brand image is the key driver of brand equity, which refers to consumer's general perception and feeling about a brand and

has an influence on consumer behavior. For marketers, whatever their companies' marketing strategies are, the main purpose of their marketing activities is to influence consumers' perception and built a trust and make customer committed toward a brand, establish the brand image in consumers' mind, and stimulate consumers' actual purchasing behavior of the brand, therefore increasing sales, maximizing the market share and developing brand equity. Some researchers believe that consumers' subjective perception (e.g., attitude, assessment, satisfaction, etc.) of the brand is the key to brand equity which lead to loyalty and commitment towards the brand. Although the consumption decision will be influenced by brand features and attributes, it is determined by consumers' perception about the brand image in a deeper sense. Despite the change of consumers' life style and the way of information processing, brand image remains. As the lifestyle is changing, need of people are changing accordingly from more technology prone to advancement in electronic devices usage. People want faster paced life, leading to endless dreams to be fulfilled. Desire to achieve excellence in all departments of life makes life more interesting and increases the positive vibrancy. Belonging to this information technology era, life without laptops is unimaginable.

Laptop sales in India are at an all-time high, due to the growth of a new breed of technology conscious IT users. There has been a drastic shift in working environments coupled with a lifestyle which is always 'on the move.' Besides the work-related market, various other segments are capitalizing on these handy portable computers. A large number of households and students are using these portable PCs for entertainment and study purposes respectively.

1.1 History of the Area

The study seeks to extend on existing researches examining brand image and its impact on customer behavior like brand image impact on customer perceived quality and satisfaction among others. In specific terms, the need for this study arose as a result of the identified issues from studies on the impact of brand image on customer perceived quality and satisfaction. While evidences from similar studies show that brand image has strong impact on customer Brand association, brand awareness and perceived quality, there are however lack of extensive empirical studies exploring the implication and outcomes of Brand association, brand awareness and perceived quality. Although theoretically it can be argued that Brand association, brand awareness and perceived quality will lead to customer loyalty as brand image is considered to represent the aspect of market offering that enables organizations create associations in the minds of the customers and add extra value in form of emotional benefits, which extend beyond product attributes and functional benefits (Martensen et al., 2004; Cronin and Taylor, 1992).

1.1.1 Apple

The first Apple Computer machine designed to be used on the go was the 1989 Macintosh Portable (although an LCD screen had been an option for the transportable Apple IIc in 1984). Unlike the Compaq LTE laptop released earlier in the year the Macintosh Portable was actually a "luggable" not a laptop, but the Mac Portable was praised for its clear active matrix display and long battery life, but was a poor seller due to its bulk. In the absence of a true Apple laptop, several compatible machines such as the Outbound Laptop were available for Mac users; however, for copyright reasons, the user had to supply a set of Mac ROMs, which usually meant having to buy a new or used Macintosh as well. Jobs was right in spotting an unstoppable trend: the rise of the laptop. This is a category that now includes not just "notebooks", as Apple always refers to them, but also, since 2008, the smaller "net books". As Moore's Law – a halving of cost for the same spec – has applied to processors, RAM and even disk storage, laptops have become not just an interesting option for a second computer, but the primary machine for a lot of people. Looking at the trends in computer sales, you may wonder when laptop sales will overtake those of desktops worldwide. The answer is simple: they already have. For 2009, 159m portable machines (a segment that includes both notebooks and net books) will be sold, compared with 124m desktop machines, according to the research company IDC. Gartner says that in the first quarter of 2009, desktop sales declined 16% year on year; laptop sales fell by 3%, but netbook sales leapt six fold, so that they now make up 20% of all laptops sold

1.1.2 Hewlett-Packard Vectra Portable CS

In 1987, HP released a portable version of their Vectra CS computer. It had the classic laptop configuration (keyboard and monitor closes up clam-shell style in order to carry), however, it was very heavy and fairly large. It had a full-size keyboard (with separate numeric keypad) and a large amber LCD screen. While it was offered with dual 3.5-inch floppy disk drives, the most common configuration was a 20 MB hard drive and a single floppy drive. It was one of the first machines with a 1.44 MB density 3.5-inch disk drive. HP produces lines of printers, scanners, digital cameras, calculators, PDAs, servers, workstation computers, and computers for home and small-business use; many of the computers came from the 2002 merger with Compaq. HP as of 2001 promotes itself as supplying not just hardware and software, but also a full range of services to design, implement, and support IT infrastructure.

HP's Imaging and Printing Group (IPG) was described by the company in 2005 as "the leading imaging and printing systems provider in the world for printer hardware, printing supplies and scanning devices, providing solutions across

customer segments from individual consumers to small and medium businesses to large enterprises".HP is a technology company that operates in more than 170 countries around the world. They explore how technology and services can help people and companies address their problems and challenges, and realize their possibilities, aspirations and dreams. HP applies new thinking and ideas to create more simple, valuable and trusted experiences with technology, continuously improving the way our customers live and work. No other company offers as complete a technology product portfolio as HP. They provide infrastructure and business offerings that span from handheld devices to some of the world's most powerful supercomputer installations. They offer consumers a wide range of products and services from digital photography to digital entertainment and from computing to home printing. This comprehensive portfolio helps them match the right products, services and solutions to their customers' specific needs. HP India, established in the year 1988, holds the distinction of being one of the first technology companies to set up a base in India. HP in India is one of the largest and most diverse sites for HP outside of the US. HP started its India Software Operations (ISO) in 1989 at Bangalore to deliver enterprise software solutions, product and R&D services to HP customers worldwide. Over the past year, HP's presence and product portfolio has expanded to mirror almost every activity the company undertakes, be it software engineering, IT services, R&D, BPOs among others. HP India became a billion dollar company in 2005 and continues to expand its presence. HP is the leader in the laptop market in India. HP laptops feature powerful performance and attractive designs and this is the reason they are the number 1 selling brand in India.

1.1.3 Samsung

Samsung's PCs are already in their 28th year. With growth rates topping 70-110% for the past 3 years, Samsung PC is growing faster than all the other major players in the PC industry. Back in the late 1990s Samsung sold a mere 100,000 laptops, but 17 years later in 2007, they sold 1.5 million. Not satisfied, Samsung set a goal of 10 million laptop sales and 3 years later in 2010, they achieved that goal. The Sens Q760 became the first laptop computer to integrate a media docking station. This device allowed external connection of audio, CD, floppy disk and hard disk drives. When docked to the station, the Q760 would be like a full PC while when separated, it's more mobile. Since Samsung PCs full-scale entrance into the laptop business in 1990, it has always strived towards technology and design that could achieve a thinner and lighter laptop. Samsung PC wanted to differentiate themselves by focusing on a thinner, lighter, and laptop so it could truly achieve its goal of portability.

1.1.4 Lenovo

Lenovo acquired IBM's personal computer business in 2005, including the ThinkPad laptop and tablet lines. Lenovo's acquisition of IBM's personal computer division accelerated access to foreign markets while improving both Lenovo's branding and technology. Lenovo paid US$1.25 billion for IBM's computer business and assumed an additional US$500 million of IBM's debt. This acquisition made Lenovo the third-largest computer maker worldwide by volume.

In regards to the purchase of IBM's personal computer division, Liu Chuanzhi said, "We benefited in three ways from the IBM acquisition. We got the ThinkPad brand, IBM's more advanced PC manufacturing technology and the company's international resources, such as its global sales channels and operation teams. These three elements have shored up our sales revenue in the past several years." IBM acquired an 18.9% shareholding in Lenovo in 2005 as part of Lenovo's purchase of IBM's personal computing division. Since then, IBM has steadily reduced its holdings of Lenovo stock. In July 2008, IBM's interest in Lenovo fell below the 5% threshold that mandates public disclosure

1.1.5 Dell

First series of Dell Laptop was released in 1989 and it was named 316LT. it had black and white screen and in 1991, Dell introduced its first color screen laptops and its cost was nearly $4500- $5000. Since then, Dell is continuously improving its laptop performance and reliability as per customers' demands and making it customer affordable. In 2006 Dell also started manufacturing AMD processor based laptops and computers. And in this company also purchased Alienware and released a series of laptops with the join name Dell Alienware. The Dell-XPS also, Dell released its many series of laptops

Dell Laptop Company is not much older than other popular laptop companies, but it became popular and earned more market value in few years. Dell Company was formed by a person named Michael Dell. It is USA's computer hardware company and the head quarter of this company is in Texas. Currently this company manufactures, supports, and sells Desktop companies, data storage devices, PDAs, servers, laptops, network switches and Mobile phones and many more products related to technology.

In 1996 Dell started selling computers via its website. In 1999 Dell overtook HP and became the Biggest Seller of Desktop computers. But it was known as PC's limited. So in 2003, in the yearly meeting of the company, all the stockholders approved the company's new name to 'Dell Inc'

In 2006, Dell was ranked as 25th largest company in the Fortune 500 list by Fortune magazine. Dell consistently improving its performance in market for last 15 years and

providing better service than others. Firstly it was named PC's limited and its starting capital was 1000 American Dollar. Firstly it started selling IBM supported computers made from stock components. Then after one year, Dell invented its first computer which was called "Turbo PC". Michael Dell believed that if we sell our product directly to the customers then our company could understand customers' need bitterly so we can provide better and more effective solution of computers to meet customers' need

Dell introduced its best laptops models and series in market, Dell Studio, Dell Latitude, Dell XPS, these latest models and technologies came with fastest processor options, HDMI ports, LED blacklit screens. eSATA ports, backlit Keyboard, variation in screen size of laptops, maximum products are available on Dell website for sale, many customizable colors, designs and features are available, dell also included a Face recognition and a finger print scanner system in some countries in the end 2009, Dell released Studio laptops with the a mobile Core i7 processor, but Dual core and core 2 duo options were also available, but they were categorized as lower level options, in 2010 Dell also introduced net books with extra improved features.

1.2 History of the Product

The history of laptops describes the efforts in the 1970s and 1980s to build small, portable personal computers that combine the components, inputs, outputs and capabilities of a desktop computer in a small chassis. Before laptop/notebook computers were technically feasible, similar ideas had been proposed, most notably AlanKay Dynabook concept, developed at XeroxPARC in the early 1970 s. One of the first reasonably portable computers was the XeroxNote Taker, again developed at Xerox PARC, in 1976.In this study I have considered five laptop brand names they are Apple, HP, Dell, Lenovo and Samsung and given sixth option as other to make a choice. A laptop, often called a notebook or "notebook computer", is a small, portable personal computer with a "clamshell" form factor, an alphanumeric keyboard on the lower part of the "clamshell" and a thin LCD or LED computer screen on the upper part, which is opened up to use the computer. Laptops are folded shut for transportation, and thus are suitable for mobile use. Although originally there was a distinction between laptops and notebooks, the former being bigger and heavier than the latter, as of 2014, there is often no longer any difference. Laptops are commonly used in a variety of settings, such as at work, in education, in playing games, Internet surfing, for personal multimedia and general home computer use. A standard laptop combines the components, inputs, outputs, and capabilities of a desktop computer, including the display screen, small speakers, a keyboard, hard disk drive, optical disc drive pointing devices (such as

a touchpad or track pad), a processor, and memory into a single unit. Most modern laptops feature integrated webcams and built-in microphones, while many also have touchscreens. Laptops can be powered either from an internal battery or by an external power supply from an AC adapter. Hardware specifications, such as the processor speed and memory capacity, significantly vary between different types, makes, models and price points. Design elements, form factor and construction can also vary significantly between models depending on intended use. Examples of specialized models of laptops include rugged notebooks for use in construction or military applications, as well as low production cost laptops such as those from the One Laptop per Child (OLPC) organization, which incorporate features like solar charging and semi-flexible components not found on most laptop computers. Portable computers, which later developed into modern laptops, were originally considered to be a small niche market, mostly for specialized field applications, such as in the military, for accountants, or for traveling sales representatives. As portable computers evolved into the modern laptop, they became widely used for a variety of purposes As the personal computer (PC) became feasible in 1971, the idea of a portable personal computer soon followed. A "personal, portable information manipulator" was imagined by Alan Kay at Xerox PARC in 1968, and described in his 1972 paper as the "Dynabook". The IBM Special Computer APL Machine Portable (SCAMP) was demonstrated in 1973. This prototype was based on the IBM PALM processor. The IBM 5100, the first commercially available portable computer, appeared in September 1975, and was based on the SCAMP prototype. As 8-bit CPU machines became widely accepted, the number of portables increased rapidly. The first laptop-sized notebook computer was the Epson HX-20, invented (patented) by SuwaSeikosha's Yukio Yokozawa in July 1980, introduced at the COMDEX computer show in Las Vegas by Japanese company Seiko Epson in 1981, and widely released in 1982. It had an LCD screen, a rechargeable battery, and a calculator-size printer, in a 1.6 kg (3.5 lb) chassis, the size of an A4 notebook. It was described as a "laptop" and "notebook" computer in its patent From 1983 onward, several new input techniques were developed and included in laptops, including the touchpad (Gavilan SC, 1983), the pointing stick (IBM ThinkPad 700, 1992), and handwriting recognition (Linus Write-Top.1987). Some CPUs, such as the 1990 Intel i386SL, were designed to use minimum power to increase battery life of portable computers and were supported by dynamic power management features such as Intel Speed Step and AMD Power No in some designs. Displays reached 640x480 (VGA) resolution by 1988 (Compaq SLT/286), and color screens started becoming a common upgrade in 1991, with increases in resolution and screen size occurring frequently until the introduction of 17" screen laptops in 2003.

Hard drives started to be used in portables, encouraged by the introduction of 3.5" drives in the late 1980s, and became common in laptops starting with the introduction of 2.5" and smaller drives around 1990; capacities have typically lagged behind physically larger desktop drives. Optical storage, read-only CD-ROM followed by writeable CD and later read-only or writeable DVD and Blu-ray players, became common in laptops early in the 2000s.

1.2.1 Types

Since the introduction of portable computers during late 1970s, their form has changed significantly, spawning a variety of visually and technologically differing subclasses. Except where there is a distinct legal trademark around a term (notably Ultra book), there are rarely hard distinctions between these classes and their usage has varied over time and between different sources. Despite these setbacks, the laptop computer market continues to expand, introducing a number of laptops like Acer's Aspire and Travel Mate, Asus' Transformer Book, Vivo Book and Zen book, Dell's Inspiron, Latitude and XPS, HP's Elite Book, Envy, Pavilion and Pro Book, Lenovo's Idea Pad and ThinkPad and Toshiba's Portege, Satellite and Tecra that incorporate the use of laptop computers.

1.2.2 Traditional laptop

The form of the traditional laptop computer is a clamshell, with a screen on one of its inner sides and a keyboard on the opposite, facing the screen. It can be easily folded to conserve space while traveling. The screen and keyboard are inaccessible while closed. Devices of this form are commonly called a 'traditional laptop' or notebook, particularly if they have a screen size of 11 to 17 inches measured diagonally and run a full-featured operating system like Windows 10, mac OS, or Linux. Traditional laptops are the most common form of laptops, although Chrome books, Ultra books, convertibles and 2-in-1s (described below) are becoming more common, with similar performance being achieved in their more portable or affordable forms.

1.2.3 Subnotebook

A subnotebook or an ultraportable, is a laptop designed and marketed with an emphasis on portability (small size, low weight, and often longer battery life). Subnotebooks are usually smaller and lighter than standard laptops, weighing between 0.8 and 2 kg (2-5 lb),] with a battery life exceeding 10 hours. Since the introduction of netbooks and ultra-books, the line between subnotebooks and either category has blurred. Netbooks are a more basic and cheap type of subnotebook, and while some ultra-books have a screen size too large to qualify as subnotebooks, certain ultra-books fit in the subnotebook category. One notable example of a subnotebook is the Apple MacBook Air.

1.2.4 Netbook

The netbook is an inexpensive, light-weight, energy-efficient form of laptop, especially suited for wireless communication and Internet access. Netbooks first became commercially available around 2008, weighing under 1 kg, with a display size of under 9". The name netbook (with net short for Internet) is used as "the device excels in web-based computing performance". Netbooks were initially sold with light-weight variants of the Linux operating system, although later versions often have the Windows XP or Windows 7 operating systems. The term "netbook" is largely obsolete, although machines that would have once been called netbooks—small, inexpensive, and low powered—never ceased being sold, in particular the smaller Chrome book models.

1.2.4 Rugged laptop

A rugged laptop is designed to reliably operate in harsh usage conditions such as strong vibrations, extreme temperatures, and wet or dusty environments. Rugged laptops are usually designed from scratch, rather than adapted from regular consumer laptop models. Rugged laptops are bulkier, heavier, and much more expensive than regular laptops, and thus are seldom seen in regular consumer use

1.2.5 Business laptop

A business laptop is a laptop designed for those in a workplace. Typically, it is ruggedized, with consumer facing features, like high resolution sound removed to allow the device to be used for pure productivity.

1.3 Purpose

Recognition of the relevance of brand image to the success of market offering and organization, as indications suggests that a good brand image can enhance customer experience and satisfaction for long-term commitment. Evidences suggest limited study on the impact of brand image on key marketing and organizational components, including the impact of brand image on customer loyalty and commitment. The purpose of this study is, therefore, to examine how brand image can influence customer loyalty as well as impact on customer commitment. Nowadays companies make use of various strategies in order to attract new customers, retain existing customers and differentiate their products from those of their competitors. Perhaps, the most important and effective strategy to influence consumer behavior in the product selection is emphasizing the "Brand name" of the products. Our aim in this paper is to investigate how Laptops brands can influence consumers' buying decisions. Brand equity is a set of brand assets and liabilities linked to a brand name and symbol, which add to or subtract from the value provided by a product or service. It enhances the customer's ability to

interpret and process information, improves confidence in the purchase decision and affects the quality of the user experience.

1.4 Aim of the Study

The aim of this research is to understand how the Brand image influences the loyalty and commitment of customers.

1.5 Need of Study

To know what factors can used to increase the brand image and what influences the Customer Loyalty and Customer Commitment.

1.6 Objectives of Study

- To know the preferences of different types of branded laptops.
- To study which factor influence for choosing different types of branded laptops.
- To compare the popularity of different companies providing branded.
- To know the age influences while the Laptop Brands.
- To know the primary purpose while selecting the Brand.

1.7 Statement of Problem

Brand image is one of the important factor which creates purchase pattern. If the company maintains its image over a period of time it will enhance the likability of the product. If the company has to create loyalty customer it has to work on building brand image. Brand image can be built due to several factors and it is a strategic decision.

In this study all the aspects that affect brand image with customer loyalty and commitment is studied to understand the inter-relation between them.

1.8 Scope of Study

Studies on brand image are still in its infancy and are evolving with more complications in terms of definition and measurement. Further research is, therefore, needed on the conceptualization and measurement of brand image and its impact on other customer related issues like: sales, promotion, and organizations return on investments.

1.9 Limitation

Although this study took a positive approach in reviewing previous literatures and analyses of data using advanced statistical tools, there are some limitations worth acknowledging. These include issues with the research sample size in relation to and with the actual population of Laptop users within Mysore City; this constraint may have direct impact on possible generalization of the research outcomes

and may, therefore, call for further research using a bigger sample size.

1.10 Timeline

As it's an observational study based on the data collected from a population at a specific point of time that is 1 month. It's a cross sectional study also known as cross sectional analysis/ transversal study/ prevalence study

II. LITERATURE REVIEW

Brand Image

Brand image represents an important aspect of marketing activities; branding and market offering with varied definition and approaches to its conceptualization (Burleigh and Sidney, 1955; Dobni and Zinkhan, 1990; Martinez and Pina, 2003). A widely accepted view is that brand image represents customers' perceptions of a brand as reflected by the brand associations held in consumer memory (Herzog, 1963; Keller, 1993a, b). Keller (1993a, b) argued that these associations could originate from customers direct experience or from information obtained on a market offering or due to the impact a pre-existing associations with an organization had on consumer. Brand image is, therefore, the mental picture or perception of a brand or a branded product or service and includes symbolic meanings that consumers associate with the specific attributes of a product or service (Dobni and Zinkhan, 1990; Padgett and Allen, 1997; Aperia and Back, 2004).

Brand image represents "the reasoned or emotional perceptions consumers attach to specific brands" (Low and Lamb, 2000, p. 352) a set of beliefs held by customers about a particular brand, based upon some intrinsic and extrinsic attributes of a market offering resulting to perceived quality, and customer satisfaction (Aaker, 1994; Garcia Rodriguez and Bergantinos, 2001). Where perceived quality refers to the customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives (Zeithaml, 1988; Aaker, 1991; Keller and Davey, 2001).

Brand Image and Customer Loyalty

Whereas the linking of customer satisfaction to and with loyalty is a useful development, there remains uncertainty to what customer loyalty truly is. The concept of loyalty has diverse views in terms of its conceptualization and measurement. Various researchers tend to view the concept from different perspectives. For example, loyalty to Ehrenberg (1988) and Jacoby (1971) represents customer repeat purchase a view that if interpreted may suggest that customer loyalty only exist whenever customers embark on a do again (second buying journey) on a market offering. Whereas there is a connection between repeat purchase and loyalty, in that for a

customer to be seen as loyal, it may be expected that such customer will continue with the act of buying a market offering repeatedly. It is, however, necessary to note that such view does not provide one with deep practical understanding of the concept as a customer may repeat purchase not necessarily because of a continues feeling of satisfaction or as a result of real intent to stay with a brand. But could be as a result of strong necessity for a market offering at that point in time and, therefore, may not necessarily imply the expression "Loyal" to a market offering and or brand as there may be limited alternatives. Other authors (like Hess and Story, 2005) seem to view loyalty as preference and commitment, respectively. While preference may represent an attribute of loyalty, there may be strong difficulty in accepting loyalty to directly mean commitment in that both concepts follow similar principles but are indeed different.

Brand Image and Customer Commitment

Customer commitment like any other kind of commitment expression is a new concept and is argued to be driven as a result of expected outcomes from a market offering, including outcomes from buying of a product, psychological ego of identifying with brand. Although there is a growing debate on the meaning and scope of commitment theory, most of the well-known definitions tend to explore commitment from organizational perspective, with approaches that seems to suggest that commitment reflect on one or more of the three components of organizational commitment, referred to in Meyer and Allen (1991) as affective commitment, "employee emotional attachment to, and involvement in a particular organization", continuance commitment "an awareness of costs associated with leaving the organization", and normative commitment "a feelings of obligation to continue employment" (Meyer and Allen, 1991, p. 67).

Customer commitment should be viewed as different from customer loyalty and, therefore, should be conceptualized and measured from the point of view that customers can express emotional feelings and desire to maintain relationship with a brand as a result of deeper intrinsic factors like the brand meaning and image from customer's perspective rather than simply from repeat purchase. In view of this, it is also relevant to argue for a possible positive impact of brand image on customer commitment. This study therefore proposes that:

Brand Awareness

Brand awareness is the ability of the potential buyer to recognize or recall that a certain brand is a member of a certain product category. Brand name awareness plays an important role in decision making of a consumer; if the customer had already heard the brand name, the customer would feel more comfortable at the time of making a decision. Customers do not prefer to buy an unknown brand. Therefore companies' strong brand name is an important factor for customers to choose their brand over the unknown brand. Brand awareness acts as a critical factor in the consumer purchase intention, and certain brands will accumulate in consumer's mind to influence customer Loyalty and Commitment. A product with a high level of brand awareness will receive higher consumer preferences. Because people generally tend to buy brands that they are familiar with and on which they have confidence. To be able to get the loyalty and awareness of the consumer, brand awareness is a must, for which unknown brand has to face the tough competition from the brands already having a place in the market. There are two key factors for brand awareness dimension, which are the brand name and the logo. Logo as Symbols with all that represent a brand, a tagline, a character, a visual metaphor, a logo, a color, a gesture, a musical note, a package, or a program. Logos help companies to develop the brand equity through raised brand identification and brand loyalty.

Brand Trust

Brand Trust It is the feeling of security held by the consumer in his/her interaction with the brand, that it is based on the perceptions that the brand is reliable and responsible for the interests and welfare of the consumer. The variability dimension of brand trust has a technical nature because it concerns the perception that the brand can fulfill or satisfy consumers' needs. It is related to the individual's belief that the brand accomplishes its value promise. McAllister (1995) defined as "the degree to which an individual is confident and eager to act on the basis of the words, actions and results of others". Brand trust provides a superior lens through which to examine and assess consumers' behavioral responses. Similarly, consumers' brand affect plays a significant role between company and consumer relation- ship.

Purchase Intention

Purchase intention is a kind of decision-making that studies the reason to buy a particular brand by consumer (Shah et al., 2012). Morinez et al. (2007) define purchase intention as a situation where consumer tends to buy a certain product in certain condition. Customers purchase decision is a complex process. Purchase intention usually is related to the behavior, perceptions and attitudes of consumers. Purchase behavior is a key point for consumers to access and evaluate the specific product. Ghosh (1990) states that purchase intention is an effective tool to predict buying process. Purchase intention may be changed under the influence of price or perceived quality and value. In addition, consumers are affected by internal or external motivations during the buying process (Gogoi, 2013). Researchers have proposed six stages before deciding to buy the product, which are: awareness, knowledge, interest, preference, persuasion and purchase (Kotler & Armstrong, 2010) (Kawa et al., 2013). Customers

always think that purchase with a low cost, simple packaging and little known product is a high risk since they the quality of these products is not trustable (Gogoi, 2013).

Perceived Quality

Perceived quality as "the customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives." This issue is believed to be a competitive obligation and many companies today, have changed customer-focused quality to a powerful strategic tool. In addition, perceived quality provides value to customers by providing them a reason to buy by differentiating the brand from competing brands. Perceived quality of a brand influences the decision-making process of a consumer. It also directly influences the brand loyalty of the consumers. This influence is very important when customers are in a condition, which makes them unable to make an analysis of the quality. Perceived quality can be used as a helping tool when the company intends to utilize a pricing strategy with a premium price and further extend a brand in several markets. Therefore, any company that aims to gains a share of the market have to consider to the perceived quality closely, bad image of a product will influence consumers' judgment on product quality in the future. Moreover, even the product quality has been changed, consumers will not trust to that product because of their previous unpleasant experience. Therefore, perceived quality will be affected by factors such as previous experience, education level, and perceived risk and situational variables such as purchase purpose, purchase situation, time pressure, and social background from consumers.

Brand association

Aaker (1991) defined brand association as thoughts and ideas that held by individuals in their memory related to a specific service or a product. There are values of a brand that are not as visible as other brands. These values can be based on the association of the brand with certain factors or personalities that provide confidence and credibility among the customers. This Association can be made through famous people, who represent the brand, and their well-known personality and lifestyle. For example, cars can be associated with the lifestyle or fame of the celebrities and their association with the particular brand. A company tries to associate certain attribute to their brand, which makes it harder for the new brands to enter the market. Some brands can be associated with other attributes, like good service; competitors trying to compete with this attribute, it can be extremely difficult because of the established trust and faith of the customer in the market (Aaker, 1991). Aaker (1991) believes that brand association and brand equity are strongly interrelated to each other because brand association enhances the memorable of a particular brand. According to Keller (2008), the brand

association can be created via the association with attitudes, attributes and benefits respectively.

III. RESEARCH METHODOLOGY

3.1 Questionnaire design and demographic data:

This research scale items are designed as an interval rating five-point Likert scale to be responded to on a scale of one to five "to indicate the extent of participants" agreement or disagreement with a given statement, where five represents "Strongly disagree", four represents "Disagree", three represents "Neutral", two "Agree" and one represents "Strongly Agree". The purpose of this improved method is to offer the respondents with more choice and help capture their feelings toward the brand of their choice and provide room for the assessment of the scale's validity and reliability (Hinkin, 1995; Ogba, 2006). The scale items were, therefore, administered as a questionnaire with 31 items statement to 100 participants with 30 percent usable response rate. Some items within the scale originates from this study while other items (statements) like "Primary purpose in choosing your current brand" were used. The data were analyzed using exploratory factor analysis for scale item reduction and factor extractions, and Reliability test, and ANOVA and correlation analysis for the assessment of association and or differences of variables.

3.2 Methodology of the Study

The methodology was based on the development of a self-administered questionnaire using a computed sample size. The study is descriptive in nature. The study is based on primary data collected through survey research. Structured questionnaire is used as the research instrument which is administered through personal interview to 98 respondents from the different regions of Mysore.

3.2.1 Sampling

The sample size is computed using a formula shown below. Substitution of value of p as 0.3, q as 0.7, e as 0.10, and z as 1.96 is made. P is the probability of occurrence and q is probability of non-occurrence. E is standard error and z is confidence level. The sample size 81 but I have collected data from 98 respondents to make the result more accurate.

$$N = \frac{(Z)(pq)}{e^2}$$

3.3 Questionnaire Design

The independent variables are Brand Association, Brand trust, Perceived quality, Purchase intention and Brand awareness. Brand trust as factor have 4 items, containing Familiar, Quickly recall, Mind, Well-known. Brand trust into 3 items, that is Recommend, Features, Lesser known. Perceived quality into 3 items important factor, Class and Better quality.

Purchase intention into 5 items wanted to buy, Decision making, Favorite celebrity and Country of Origin .Demographics considered were Age, Gender, Employment status and Social class. The other information collected from respondents were Primary purpose in selecting there laptop Brand and some other related questions. The dependent variables are Customer Loyalty and Customer Commitment which are divided into 10 items. IncludingPreferred, Stronger, Relationship, Market and intend to buy under Customer Loyalty. Opposite, Buy, Product, Everything and decide to purchase under Customer Commitment.

3.4 Data Collection

Data were collected through survey using a structured questionnaire having 31 questions covering all the factors along with the demographics. Totally 98 samples were collected. Sample for the study consist the age group from 20 to 40. Data were collected from targeted population of Mysore while they were inRajivnagar, NR Mohalla, College students and surrounded region.

Questionnaires were handed over to them with a request for filling at the spot. The questionnaire had the following dimensions.

- Demographics such as Age, Gender, Employment status and Social Class.
- Questions on each of the factor asking what the customer prefer while buying the Laptop.
- The factors most influences them to buy a Laptop.

3.5 Figure 1: Proposed Conceptual Model.

3.5.1 Conceptual Framework

Brand Equity

Brand equity refers to the marketing effects or outcomes that accrue to a product with its brand name compared with those that would accrue if the same product did not have the brand name. And, at the root of these marketing effects is consumers' knowledge. In other words, consumers' knowledge

about a brand makes manufacturers/advertisers respond differently or adopt appropriately adept measures for the marketing of the brand. The study of brand equity is increasingly popular as some marketing researchers have concluded that brands are one of the most valuable assets that a company has. Brand equity is one of the factors which can increase the financial value of a brand to the brand owner, although not the only one. Brand equity is measured as a combination of the following five factors:

Brand Awareness

Brand Trust

Purchase intention

Perceived Quality

Brand Association

Other Proprietary Assets

Brand Awareness

Brand awareness is a marketing concept that measures consumers' knowledge of a brand's existence. At the aggregate (brand) level, it refers to the proportion of consumers who know of the brand. It can measured using the following measures:

Aided Recall - Either the brand name or both the brand name and category name are presented to respondents.

Unaided Recall - The product category name is given to respondents who are asked to recall as many brands as possible that are members of the category.

Top of Mind Recall - The first brand that comes to the mind of customers is recorded.

Brand Trust

Brand trust consists of a consumer's commitment to repurchase or otherwise continue using the brand and can be demonstrated by repeated buying of a product or service or other positive behaviors such as word of mouth advocacy. The various measures for calculating brand loyalty are:

Switching Cost

Liking

Satisfaction

Waiting Time

Shopping Effort

Willingness to Bear Additional Cost

Purchase intention

At its most basic, purchase intention boils down to whether a customer plans to buy something from a business at some point in the future. Strong brand images improve perceptions of quality and benefits, reduce perceived risk and soften the consumer tendency to evaluate only the basis of price. Taken together, these factors all improve consumer purchase intentions. Weak brand image, by contrast, can reduce purchase intentions or relegate purchase intentions to the realm of pure price tag analysis.

Perceived Quality

Perceived quality is defined as the customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose relative to alternatives. We have measured the perceived quality of the overall brand under the following measures:

Performance

Features

Conformance with Specifications

Reliability

Durability

Fit and Finish

Serviceability

Brand Association

A key to building brand is to strengthen the associations. A brand association is anything, i.e. a word, a picture, a person, etc. related to a brand. The association not only exists but also has strength, uniqueness to the brand and favorability in the minds of the consumers.

Other Proprietary Assets

The three most important proprietary assets are:

Name

Logo

Slogan

3.6 HYPOTHESIS

Factor 1: Brand Association

H0: Brand association has negative impact on Customer Loyalty.

H1: Brand association has positive impact on Customer Loyalty.

H0: Brand association has negative impact on Customer commitment.

H1: Brand association has positive impact on Customer commitment.

Factor 2: Brand Awareness

H0: There is no significance difference between Brand awareness and Customer Loyalty.

H2: There is a significance difference between Brand awareness and Customer Loyalty.

H0: There is no significance difference between Brand awareness and Customer Commitment.

H2: There is a significance difference between Brand awareness and Customer Commitment.

Factor 3: Perceived quality.

H0: Perceived quality has negative impact on Customer Loyalty.

H3: Perceived quality has positive impact on Customer Loyalty.

H0: Perceived quality has negative impact on Customer commitment.

H3: Perceived quality has positive impact on Customer commitment.

Factor 4: Brand Trust.

H0: Brand trust has negative impact on Customer Loyalty.

H4: Brand trust has positive impact on Customer Loyalty.

H0: Brand trust has negative impact on Customer commitment.

H4: Brand trust positive impact on Customer commitment.

Factor 5: Purchased intention.

H0: Purchased intention has negative impact on Customer Loyalty.

H5: Purchased intention has positive impact on Customer Loyalty.

H0: Purchased intention has negative impact on Customer commitment.

H5: Purchased intention has positive impact on Customer commitment.

IV. DATA ANALYSIS

Data were subject to statistical analysis such as descriptive statistical analysis including range, mean, standard deviation, standard error, variance, Skewness and kurtosis along with frequency distribution. This was done to check the accuracy of N. Factor analysis is applied to extract the variables the most used tool for exploratory data analysis. Reliability was

done with a view to identify inconsistencies in the data set. To form the hypothesis and to compare the independent factors with dependent factors ANOVA test was done.

Table 1: Descriptive Statistics Mean and Standard Deviation.

Descriptive Statistics	N	Range	Minimum	Maximum	Sum	Mean		Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
Familiar	98	4.00	1.00	5.00	169.00	1.7245	.07782	.77033	.593
Quicklyrecall	98	4.00	1.00	5.00	186.00	1.8980	.08394	.83097	.691
Mind	98	4.00	1.00	5.00	200.00	2.0408	.13754	1.36161	1.854
Wellknown	98	4.00	1.00	5.00	191.00	1.9490	.08379	.82951	.688
Recommend	98	4.00	1.00	5.00	186.00	1.8980	.08762	.86739	.752
Features	98	4.00	1.00	5.00	190.00	1.9388	.09267	.91737	.842
Lesserknown	98	4.00	1.00	5.00	181.00	1.8469	.08865	.87758	.770
Importantfactor	98	4.00	1.00	5.00	202.00	2.0612	.09153	.90607	.821
class	98	4.00	1.00	5.00	244.00	2.4898	.13154	1.30222	1.696
Betterinquality	98	4.00	1.00	5.00	216.00	2.2041	.09726	.96281	.927
Wantedtobuy	98	4.00	1.00	5.00	185.00	1.8878	.08689	.86014	.740
Decisionmaking	98	4.00	1.00	5.00	153.00	1.5612	.08085	.80034	.641
Favoritecelebrities	98	4.00	1.00	5.00	295.00	3.0102	.13798	1.36597	1.866
Countryoforigin	98	4.00	1.00	5.00	274.00	2.7959	.12970	1.28399	1.649
Logo	98	4.00	1.00	5.00	251.00	2.5612	.11610	1.14933	1.321
Competitors	98	4.00	1.00	5.00	244.00	2.4898	.11165	1.10523	1.222
Alternativebrands	98	4.00	1.00	5.00	242.00	2.4694	.12495	1.23692	1.530
Prefered	98	3.00	2.00	5.00	409.00	4.1735	.06491	.64257	.413
Stronger	98	3.00	2.00	5.00	392.00	4.0000	.06154	.60921	.371
Relationship	98	4.00	1.00	5.00	376.00	3.8367	.06910	.68404	.468
Market	98	3.00	2.00	5.00	397.00	4.0510	.07449	.73740	.544
Intendtobuy	98	4.00	1.00	5.00	245.00	2.5000	.11352	1.12378	1.263
Opposite	98	5.00	0.00	5.00	391.00	3.9898	.08999	.89090	.794
Buy	98	4.00	1.00	5.00	349.00	3.5612	.11610	1.14933	1.321
Product	98	4.00	1.00	5.00	384.00	3.9184	.07491	.74160	.550
Everything	98	5.00	0.00	5.00	425.00	4.3367	.07668	.75905	.576
Decidetopurchase	98	4.00	1.00	5.00	205.00	2.0918	.10367	1.02632	1.053
Age	98	4.00	1.00	5.00	247.00	2.5204	.09647	.95496	.912
Gender	98	1.00	1.00	2.00	131.00	1.3367	.04798	.47502	.226
Employmentstatus	98	3.00	1.00	4.00	250.00	2.5510	.08473	.83878	.704
Socialclass	98	3.00	1.00	4.00	235.00	2.3980	.08300	.82161	.675
Valid N (listwise)	98								

N=The responses collected were 98.The Likert was used to measure the response of the respondent. Descriptive statistics was done using SPSS software as shown in the table. Descriptive included Range, mean standard deviation, variance, kurtosis, Skewness. Range=The range of the scale of the dependent and independent variable is most of 4 and 3 as in the table Range = H-L. Mean=Mean the average of the variables is also ranging from 4 and 3. Standard error=The deviation between the sample mean and population is measured using standard error. Stand error the test made to check the accuracy, it should be least in number. As the sample size increases the standard error decreases. Standard deviation=The statistical measure to measure the dispersion of the set of data values. Whereas the variance is square root of it.

Table 2: Descriptive Statistics Skewness and Kurtosis.

Descriptive Statistics	Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error
Familiar	1.350	.244	3.097	.483
Quicklyrecall	.635	.244	.354	.483
Mind	.925	.244	-.575	.483
Wellknown	.981	.244	1.464	.483
Recommend	1.072	.244	1.333	.483
Features	1.186	.244	1.635	.483
Lesserknown	1.147	.244	1.408	.483
Importantfactor	.896	.244	1.049	.483
class	.509	.244	-.805	.483
Betterinquality	.850	.244	.740	.483
Wantedtobuy	1.014	.244	1.214	.483
Decisionmaking	1.705	.244	3.517	.483
Favoritecelebrities	-.044	.244	-1.276	.483
Countryoforigin	.302	.244	-.991	.483
Logo	.221	.244	-.735	.483
Competitors	.471	.244	-.423	.483
Alternativebrands	.672	.244	-.312	.483
Prefered	-1.125	.244	3.554	.483
Stronger	-.838	.244	2.638	.483
Relationship	-1.359	.244	3.601	.483
Market	-.868	.244	1.316	.483
Intendtobuy	.334	.244	-.708	.483
Opposite	-2.569	.244	9.194	.483
Buy	-.943	.244	-.024	.483
Product	-.952	.244	2.265	.483
Everything	-2.387	.244	10.957	.483
Decidetopurchase	.631	.244	-.228	.483
Age	.883	.244	.597	.483
Gender	.702	.244	-1.539	.483
Employmentstatus	-1.234	.244	-.233	.483
Socialclass	.050	.244	-.493	.483
Valid N (listwise)				

Skewness: **values** of Skewness should be near to 1. It measures the degree and direction of asymmetry. From the above table the factors Favorite celebrities, Preferred, Strong and other are negatively skewed. Hence the data is skewed to left. This means the mean is less than mode, median is less than mode.

Factor Analysis

Factor Analysis of Independent Variable.

Table 3: KMO for Independent Variable.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.696
Bartlett's Test of Sphericity	Approx. Chi-Square	235.101
	df	66
	Sig.	.000

KMO test measures sampling adequacy for each variable calculated as 0.696 as the above table. The sampling size to be adequate the KMO value should be greater than 0.5. Values

ranging from 0.60 to 0.70 says that the adequacy is mediocre. Hence the sampling adequacy for items of Independent variable is mediocre. Stating it is acceptable.

Table 4: Total Variance for Independent Variable.

Total Variance Explained						
	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.635	21.955	21.955	2.635	21.955	21.955
2	2.532	21.097	43.052	2.532	21.097	43.052
3	1.147	9.557	52.609	1.147	9.557	52.609
4	.938	7.813	60.422			
5	.817	6.807	67.228			
6	.804	6.702	73.930			
7	.734	6.120	80.050			
8	.654	5.450	85.500			
9	.516	4.299	89.799			
10	.454	3.786	93.585			
11	.417	3.473	97.058			
12	.353	2.942	100.000			

The first part of the above table shows the variance of all 12 items of the 5-independent variable forming the cumulating up to 100. Which depicts that the all 12 items play a significance role in their respective percentages. The later part

of the table shows after the extraction of 3 fixed items under4 iterations formed 3 factors where 21.95% of 1st factor, 21.09% of 2nd factor and 9.55% of 3rd factor depicting that the 3 factors is replicating or signifying only by 52.609%. Which also says that the left percentage is filled by the unnamed factors.

Figure 2: Scree Plot for Independent Variable.
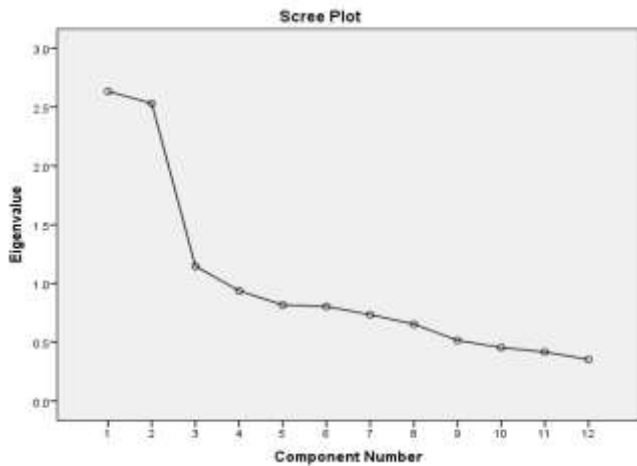
The line graph titled as screen plot used to measure the factors to be extracted. X' axis shows the component number which can also termed as factor. Y' axis shows the Eigen value. This can be interpreted as follows. By seeing the elbow cut point and extending the line to the X' axis. This will give the number of factors to be extracted that is **3** from the above graph.

Table5: RCM for Independent Variable.

		Rotated Component Matrix^a		
		Component		
Statement	Items	Brand Association	Brand Awareness	Perceived Quality
Country of origin of my Laptop brand affects my product purchase decision.	Countryoforigin	.730		
I will keep purchasing from My Laptop Com. even if its price is higher than that of Competitors.	Competitors	.680		
I prefer to buy Laptop that are advertised by my favorite celebrities.	Favorite celebrities	.644		
I don't bother looking at alternative brands; this brand is good enough for me!	Alternative brands	.629		
Logo of my Laptop brand helps me to feel more self-confident.	Logo	.607		
Brand name of my Laptop is an indicator of social class.	class	.607		
I will recommend other people to buy the same Laptop brand as mine.	Recommend		.742	
I can quickly recall symbol or logo of my Laptop brand.	Quickly recall		.733	
I prefer to buy Laptop from brands that I am familiar and have more information about.	Familiar		.689	
A well-known Laptop brand is always better in quality than a lesser-known brand.	Better in quality			.727
Name of brand is an important factor when I am buying a Laptop.	Important factor			.718
I never consider any lesser-known Laptop brand when I purchase.	Lesser known			.616

The **17**items of 5 variables are taken into factor analysis using the scree plot. Resulting to a table above which shows the **17**items is condensed to **12**items grouped in **3**under 3 different variables suppressed by the value 100. The variables which

have more significance are Brand Association, Brand awareness and Perceived Quality.

Factor Analysis of Dependent Variable

The number of dependent variable is **2 i.e.,** Loyalty and Commitment. The items under Loyalty are Preferred, Stronger, Relationship, Market and Intend to buy. The items of Commitment are Opposite, Buy, Product, Everything and Decide to purchase.

Table 6: KMO for Dependent Variable.

KMO and Bartlett's Test

|		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.702
Bartlett's Test of Sphericity	Approx. Chi-Square	160.923
	Df	28
	Sig.	.000

KMO test measures sampling adequacy for each variable calculated as 0.702 as the above table. The sampling size to be adequate the KMO value should be greater than 0.5. Values ranging from 0.60 to 0.69 says that the adequacy is mediocre. Hence the sampling adequacy for items of dependent variable is mediocre. Stating it is acceptable.

Table 7: Total Variance for Dependent Variable

	Total Variance Explained					
	Initial Eigenvalues			Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.821	35.262	35.262	2.821	35.262	35.262
2	1.269	15.866	51.128	1.269	15.866	51.128
3	1.052	13.144	64.272			
4	.820	10.248	74.520			
5	.725	9.063	83.582			
6	.525	6.561	90.144			
7	.451	5.632	95.775			
8	.338	4.225	100.000			

The first part of the above table shows the variance of all 8items of the two dependent variable forming the cumulating up to 100. Which depicts that the all 8 items play a significance role in their respective percentages. The later part of the table shows after the extraction of 2 fixed items under 3 iterations formed 2 factors where 35.26% of 1st factor, 15.86% of 2nd factor depicting that the 2 factors is replicating or signifying only by 51.128%. Which also says that the left percentage is filled by the unnamed factors.

Figure 3: Scree Plot for Dependent Variable.
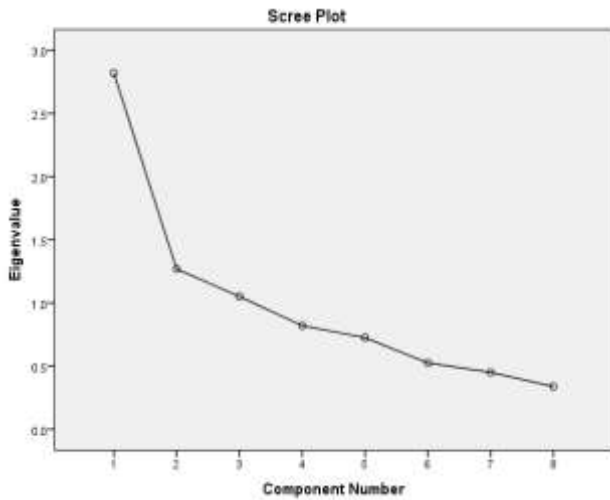
The line graph titled as screen plot used to measure the factors to be extracted. X' axis shows the component number which can also termed as factor. Y' axis shows the Eigenvalue. This can be interpreted as follows. By seeing the elbow cut point and extending the line to the X' axis. This will give the number of factors to be extracted that is **2** from the above graph.

Table 8: RCM for Dependent Variable.

Rotated Component Matrix[a]		Component	
Statement	Items	Loyalty	Commitment
Over the past year, my loyalty to the prefered Company has grown stronger.	Stronger	.803	
I buy the products only by preferred one brand	Buy	.720	
I trust on the preferred brand though it has a opposite image	Opposite	.658	
My prefered company values people and relationships ahead of short-term goals.	Relationship	.632	
I believe the prefered Laptop Company deserves my loyalty.	Prefered	.629	
I buy all the new products of the preferred brand	Product		.689
I know everything about the preferred brand	Everything		.660
I intend to buy other products of my brand only.	Intendtobuy		-.609

The **10** items of **2** variables are taken into factor analysis using the scree plot. Resulting to a table below.Which shows the **10**items is condensed to 8items grouped in **5** and **3** (Including the negative value)under 2 different variables suppressed by the value 100.Component 1 is named as Loyalty and component 2 is named as Commitment.

Reliability

Reliabilty Test Independent Variables.

The result got in factor analysis is further used in reliability. To compute the significance of each group of factors. The table below show the alpha value that should minimum of .5 and greater than it.

Table 9: Reliability Statistics Alpha Scale.

Reliability Statistics				
	Scale label	Cronbach's Alpha	No. of Item	Items included
Independent Variable	Brand Association	0.731	6	Country of origin of my Laptop brand affects my product purchase decision. I will keep purchasing from My Laptop Com. even if its price is higher than that of Competitors. I prefer to buy Laptop that are advertised by my favorite celebrities. I don't bother looking at alternative brands; this brand is good enough for me! Logo of my Laptop brand helps me to feel more self-confident. Brand name of my Laptop is an indicator of social class.
	Brand Awareness	0.635	3	I will recommend other people to buy the same Laptop brand as mine. I can quickly recall symbol or logo of my Laptop brand. I prefer to buy Laptop from brands that I am familiar and have more information about.
	Perceived Quality	0.601	3	A well-known Laptop brand is always better in quality than a lesser-known brand. Name of brand is an important factor when I am buying a Laptop. I never consider any lesser-known Laptop brand when I purchase.
Dependent Variable	Loyalty	0.721	5	Over the past year, my loyalty to the prefered Company has grown stronger. I buy the products only by preferred one brand I trust on the preferred brand though it has a opposite image. My prefered company values people and relationships ahead of short-term goals. I believe the prefered Laptop Company deserves my loyalty.
	Commitment	0.088	3	I buy all the new products of the preferred brand. I know everything about the preferred brand. I intend to buy other products of my brand only.

ANOVA

A method for assessing the contribution of an independent variable or controllable factor to the observed variation inan experimentally observed dependent variable. To determine whether any of the differences between the means are statistically significant, compare the p-value to your significance level to assess the null hypothesis. The null hypothesis states that the population means are all equal. Usually, a significance level (denoted as α or alpha) of **0.05** works well.

ANOVA Test of Independent Variables with Dependent Variable Customer Loyaty.

Table 10: Model Summary Customer Loyalty.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.275[a]	.075	.046	.97680034
a. Predictors: (Constant), Perceived Quality, Brand Awareness, Brand Association.				

Table 11: ANOVA CUSTOMER LOYALTY.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.311	3	2.437	2.554	.060[b]
	Residual	89.689	94	.954		
	Total	97.000	97			

a. Dependent Variable: Loyalty
b. Predictors: (Constant), Perceived Quality, Brand Awareness, Brand Association.

Here the ANOVA test is conducted by taking one dependent variable that is Loyalty and all the independent variable.

HYPOTHESIS:

Customer Loyalty

Factor 1: Brand Association

H0: Brand association has negative impact on Customer Loyalty.

H1: Brand association has positive impact on Customer Loyalty.

F value <= alpha

0.501> 0.05

Therefore, Null hypothesis rejected.

Brand association has positive impact on Customer Loyalty.

Factor 2: Brand Awareness

H0: There is no significance difference between Brand awareness and Customer Loyalty.

H2: There is a significance difference between Brand awareness and Customer Loyalty.

F value <= alpha

0.018<0.05

Therefore, Null hypothesis accepted.

There is no significance difference between Brand awareness and Customer Loyalty.

Factor 3: Perceived quality

H0: Perceived quality has negative impact on Customer Loyalty.

H3: Perceived quality has positive impact on Customer Loyalty.

F value <= alpha

0.234 > 0.05

Therefore, Null hypothesisis rejected.

Perceived quality has positive impact on Customer Loyalty.

Table 12: Coefficient Customer Loyalty.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.002E-013	.099		.000	1.000
	BrandAssociation	.067	.099	.067	.676	.501

	.238	.099	.238		2.402	.018
BrandAwareness						
PerceivedQuality	.119	.099	.119		1.199	.234

a. Dependent Variable: Loyalty

ANOVA Test of Independent Variables with Dependent Variable Customer Commitment.

Table 13: Model Summary Customer Commitment.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.295^a	.087	.058	.97055642

a. Predictors: (Constant), Perceived Quality, Brand Awareness, Brand Association.

Table 14: ANOVA CUSTOMER COMMITMENT.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.454	3	2.818	2.992	.035^b
	Residual	88.546	94	.942		
	Total	97.000	97			

a. Dependent Variable: Commitment

b. Predictors: (Constant), Perceived Quality, Brand Awareness, Brand Association

The ANOVA test is conducted by taking one dependent variable that is Customer Commitment and independent variable.

HYPOTHESIS:

Customer Commitment

Factor 1: Brand Association

H0: Brand association has negative impact on Customer Commitment.

H1: Brand association has positive impact on Customer Commitment.

F value <= alpha

0.004<0.05

Therefore, Null hypothesis accepted.

Brand association has negative impact on Customer Commitment.

Factor 2: Brand Awareness

H0: There is no significance difference between Brand awareness and Customer Commitment.

H2: There is a significance difference between Brand awareness and Customer Commitment.

F value <= alpha

0.798>0.05

Therefore, Null hypothesis rejected.

There is a significance difference between Brand awareness and Customer Commitment.

Factor 3: Perceived quality

H0: Perceived quality has negative impact on Customer Commitment.

H3: Perceived quality has positive impact on Customer Commitment.

F value <= alpha

0.974>0.05

Therefore, Null hypothesis rejected.

Perceived quality has positive impact on Customer Commitment.

Table15: Coefficient Customer Commitment.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.001E-013	.098		.000	1.000
	BrandAssociation	-.294	.099	-.294	-2.985	.004
	BrandAwareness	-.025	.099	-.025	-.256	.798
	PerceivedQuality	-.003	.099	-.003	-.032	.974

a. Dependent Variable: Commitment

Final Conceptual Model
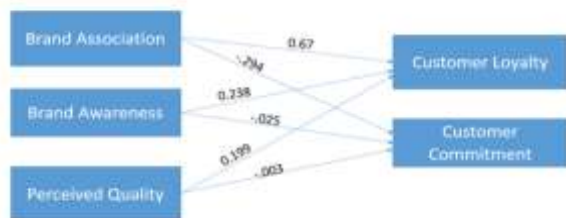
After the application of all the statistical tools such as Descriptive, Frequency, Factor Analysis, Reliability and Regression the above conceptual model is obtained. The above conceptual model says that the Brand awareness, Brand association, Brand trust and Perceived quality have more influence on Customer loyalty and then on Customer's commitment. (Referring from the **TABLE 5).**

Demographics Analysis

The analysis is done by counting the frequency of different demographic variables such as Age, Gender, Employment status and Social class.

Table 16: Frequency of Age.

		Age			
		Frequency	Percentage(%)	Valid Percentage(%)	Cumulative Percentage(%)
Valid	Under 20	8	8.16	8.16	8.16
	20-25	50	51.0	51.0	59.16
	26-30	26	26.5	26.5	85.66
	31-35	9	9.18	9.18	94.84
	36-40	5	5.10	5.10	100
	Total	98	100	100	

Among the 98 valid responses the number of respondent who age below 20 was 8 in numbers forming 8.16 percent of the selected population. The respondent aging from 20-25 were 50 in numbers forming 51.0 percent of the targeted samples. The respondent aging from 26-30 were 26 forming 26.5 percent. The respondent aging from 31-35 and 36-40 were 9 and 5 numbers respectively, where the former is making 9.18 percent and 5.10.

Table 17: Frequency of Gender.

		Gender			
		Frequency	Percentage(%)	Valid Percentage(%)	Cumulative Percentage(%)
	Male	65	66.33	66.33	66.33
	Female	33	33.67	33.67	100
Valid	Total	98	100	100	

Among the 98 valid responses the number of respondent who are Male is 65 in numbers forming 866.33% of the selected population. The Female respondents were 33 in numbers forming 33.67% of the targeted samples.

Table 18: Frequency of Employment Status.

		Employment Status			
		Frequency	Percentage(%)	Valid Percentage(%)	Cumulative Percentage(%)
Valid	Employed	21	21.43	21.43	21.43
	Unemployed	3	3.06	3.06	24.49
	Student	73	74.49	74.49	98.98
	Homemaker	1	1.02	1.02	100
	Total	98	100	100	

Among the 98 respondents 21 were employed, 3 were Unemployed, Maximum were students with 73 respondents and 1 homemaker forming 21.43%, 3.06%, 74.06% and 1.02% respectively of the selected population.

Table 19: Frequency of Social Class.

		Social Class			
		Frequency	Percentage(%)	Valid Percentage(%)	Cumulative Percentage(%)
Valid	Lower	13	13.27	13.27	13.27
	Working	41	41.84	41.84	55.11
	Middle	36	36.73	36.73	91.84
	High	8	8.16	8.16	100
	Total	98	100	100	

The target population were of different Social class. The number of respondents from lower class was 13 forming 13.27%, Working class were 41 forming 41.84%,Middleclass were 36 forming 36.73% and higher class were 8 in numbers with 8.16%.

Table 20: Percentage of respondents about primary purpose in choosing their Brand.

Primary Purpose	Percentage
Quality	47.60%
Price	14.90%
Design	12.08%
Innovation	9.09%
Brand Name	11.93%
Others	4.40%

Most of the people i.e., 47.6% consider quality as primary purpose while buying a laptop as there are investing a big amount (here the quality refers to durability, features and maintenance), 11.93% of people consider Brand name, 14.9% people consider Price, 12.08% consider design, where as 9.08% consider innovative features or characteristics and 4.40% consider some other attributes.

Table 21: Logo recall.

Brand Name	Logo recall(%)
Apple	71.7
Samsung	4.1
HP	19.4
Dell	2.3
Lenovo	1.7
Others	0.8

As per the results most of the people i.e., 31.7% of sample size can recall quickly Apple logo even though they have some other brand laptop hereafter HP logo is well-known with following Samsung , Dell , Lenovo and some other brands.

Analysis and Interpretation

Brand Association, Purchase intention, Brand Trust, Perceived quality and Brand awareness were independent variables and Customer Loyalty and Customer Commitment are dependent variables after performing factor analysis only three independent variables remain i.e., Brand association, Perceived quality and Brand awareness with Customer Loyalty and Customer Commitment (Dependent variables).The Beta values of independent variables with first dependent variable Customer Loyalty are 0.67 for Brand association, 0.238 for Brand awareness and 0.199 for Perceived quality. The Beta values of independent variables with second dependent variable Customer Commitment are -0.294 for Brand association, -0.025 for Brand awareness and -0.003 for Perceived quality.

V. FINDINGS

Our findings indicate that a majority of the Laptop buyer's decisions are mainly influenced by Brand Association, Brand awareness and Perceived quality. Purchase intention and Brand trust do not seem to influence Customer Loyalty and Commitment for the sample of this study.

5.1 Scope for further study

Studies on brand image is still in its infancy and is evolving with more complications in terms of definition and measurement. Further research is, therefore, needed on the conceptualization and measurement of brand image and its impact on other customer related issues like: sales, promotion, and organizations return on investments. Such research is urgently needed and will provide deeper insight into an area that although very important to sustainable profit, is indeed riddled with lackof agreement. The study will further highlight on the usefulness of brand in the twenty-first century organization and on how more and more organizations are depending on brand for survival in highly competitive environment.

5.2 Conclusion

The study applied different analysis tools to investigate the effects of Brand Image (Brand awareness, Brand association, Brand trust and Perceived quality on Customer loyalty and Customer's commitment. The results provided strong supports for H1 and H3, which indicated the positive and direct role of Brand Association and Perceived quality in affecting Customer loyalty and Customer's commitment. Brand awareness has a significance difference with customer commitment but no significance difference with customer loyalty. However, both Brand trust and Purchase intention were found to have either very low or negative parameter estimates. Therefore, the results show that these two factors did not have a direct significant influence on Customer loyalty and Customer's commitment in this case.

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