

Consumer's Perception of Brand Loyalty in Car Choices

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ABSTRACT

This thesis empirically investigates the customer's perceptions of brand loyalty in car buying decisions along with other different variables that can affect this process. A total number of two hundred fifty people were selected from different geographic areas in North Cyprus and participants filled a hundred and sixty questionnaires. Independent t-test, descriptive Statistics, one-way analysis of variance (ANOVA) and analysis of regression were employed to examine the relevant subject.

Results of independent T-test exposed the presence of statistically significant differences among men and women are based on 'willingness to pay extra costs for making capable this brand in contest with other brands', 'Other brands activities do not affect me in buying this brand' 'For solving troubles I can trust to Benz or BMW' and 'Never get disappointed by Benz or BMW'.

To examine the probability of having to some extent potential differences among the perceptions of the respondents' subset groups, status and income level, Analysis of Variance (ANOVA) test was conducted. ANOVA test results revealed that 'the advertisement and promotion of the brand have good results' and "Best experiences will rise as I buy this brand" showed statistical significant differences based on job status whereas 'Never get disappointed by Benz or BMW' and 'My satisfaction is secured by Benz or BMW' showed significant differences based on income level. Finally, the regression results showed that there is a positive significant relationship between brand loyalty and its determinants.

Keywords: Brand Loyalty, Brand Trust, Service Quality, Brand Communication, BMW, Mercedes Benz, North Cyprus, Independent T-test, Anova Test, Regression Analysis.

ÖZ

Bu tez, araç satın alma kararında marka sadakati ile ilgili müşteri algılarını ilgili süreçte etkili olabilecek farklı değişkenlerle ampirik olarak incelemektedir. Kuzey Kıbrıs'taki farklı coğrafi bölgelerden toplamda yüz elli kişinin seçildiği yüz altmış kişinin anketi doldurduğu belirlenmiştir. Tanımlayıcı İstatistikler, Bağımsız t-testi, tek yönlü varyans analizi (ANOVA) ve regresyon analizi, ilgili olayı incelemek için kullanılmıştır.

T-analizi, marka sadakatine ilişkin cinsiyet algısı arasında istatistiksel olarak anlamlı farklılıklar gözlemlendiğini belirtir. Diğer markalarla rekabet halinde bu markayı yapabilmek için ekstra maliyetler ödemeye istekli', 'Diğer marka etkinlikleri bu markayı satın almamı etkilemiyor', 'sıkıntıları çözmeye Benz veya BMW'ye güvenmeden geçer' ve 'Benz veya BMW tarafından asla hayal kırıklığına uğratılmazsınız' gibi faktörler için kadın ve erkek arasında farklılıklar oluşmaktadır.

Ankete katılan alt grupların, iş durumu ve gelir düzeyine göre algıları arasında herhangi bir potansiyel farklılığın bulunma olasılığını incelemek için Varyans Analizi (ANOVA Testi) yapılmıştır. Anova test sonuçları, "markanın reklamının ve tanıtımının iyi sonuçlar verdiğini" ve "bu markayı satın alırken en iyi deneyimlerin yükseleceği" faktörleri iş durumuna göre istatistiksel olarak anlamlı farklılıklar belirtmiştir. Aynı zamanda "Benz veya BMW tarafından asla hayal kırıklığına uğratılmamış" ve 'Benim memnuniyetim Benz veya BMW tarafından güvence altına alınmıştır', gibi faktörlerde gelir düzeyine göre önemli farklılıklar göstermiştir. Son

olarak, regresyon sonuçları, marka sadakati ve belirleyicileri arasında pozitif anlamlı bir etkiye sahip olduğunu göstermektedir.

Anahtar Kelimeler: Marka Sadakati, Marka Güveni, Hizmet Kalitesi, Marka İletişimi, BMW, Mercedes Benz, Kuzey Kıbrıs, Bağımsız T-testi, Anova Testi
Regrasyon Analizi

To My Father

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First of all I want to thank one of the best supervisors in Eastern Mediterranean University, Prof. Dr. Sami Fethi for all his support, guidance and efforts and for setting time aside to go over my thesis ensuring the best is achieved.

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Chapter 1

INTRODUCTION

1.1 Introduction

The current customer oriented market makes it more competitive for producers to keep consumer loyalty in manufacturing fields and also for successful future business achievements (Hartmann & Apaolaza 2007). In addition, producing similar products also make it difficult for any brand to sustain a profitable future in the market and thus requires an effective strategy. Developing proper and effective competitive marketing strategies is consequently crucial for business survival.

As this kind of competition gets harder for companies producing the same products, providing designated products and more benefits to customers are keys to achieving a better competitive advantage. (Kotler & Wong, 2001).

"Nowadays in these kinds of market, company survival raises a question but the answer relies on different elements that should be obeyed by the manufacturer. To reach any good share and market price and also a preferred brand among customers, good strategic plans are needed to be applied within the company. Offering a decisive consumer value via intended consumer advantages programs by a marketer helps in winning the market for the company against other competitors" (Cretu & Brodie, 2007).

In North Cyprus where sales of branded cars are growing over time, it would be much beneficiary for firms to seek ways to respond to the demands of different groups of car buyers because if they want to survive in this market they should apply positive and more effective strategies to win the competition against other car brands.

Consequently, car brands aim to provide good services in order to form a binding trust with the customers and also use positive communication channels to build a confident loyal relationship between the costumers and company. Thus, each brand needs to keep the customers updated about any changes and offers that fulfill the requirements of buying the car brand.

According to previous studies, researchers have probed into the factors that bring about brand loyalty in the car industry especially for brands like Mercedes Benz and BMW. This study however, also probes into whether customers' behavior in terms of loyalty varies based on income and job status.

1.2 Objectives of the Study

In general, the main aim of this thesis is to empirically investigate the customer's perception of brand loyalty in car buying decision along with other different variables that can affect this process. Specifically, this thesis examines the relationship between brand loyalty and its determinants.

1.3 Findings of Study

Some results revealed the most statistically significant differences among men and women are 'willingness to pay extra costs for making capable this brand in contest with other brands', 'Other brands activities do not affect me in buying this brand'

‘For solving troubles I can trust Benz or BMW’ and ‘Never get disappointed by Benz or BMW’.

The other test results revealed that ‘the advertisement and promotion of the brand have good results’ and "Best experiences will rise as I buy this brand" show statistically significant differences based on job status whereas ‘Never get disappointed by Benz or BMW’ and ‘My satisfaction is secured by Benz or BMW’ are those factors that show significant differences based on income level. Finally, the regression results show that there is a positive significant relationship between brand loyalty and its determinants.

1.4 Research Questions of the Study

The research questions were constructed as follows:

(RQ1) Are there significant differences between men and women in terms of customers’ perception in car choice?

(RQ2) Are there significant differences among job status on customer's perception in car choice?

(RQ3) Are there significant differences among income levels on customer's perception in car choice?

(RQ4) Does brand trust have a significant effect on brand loyalty?

(RQ5) Does service quality have a significant effect on brand loyalty?

(RQ6) Does brand communication have a significant effect on brand loyalty?

1.5 Methodology of the Study

This study has adopted the convenience sampling method to investigate the effect of brand loyalty and its determinants on customer's perception in car choices. Some important factors based on the questionnaire method were found through several studies. Likert Scale is used which ranges from the 1 to 5 points of the extent the respondents agree or disagree on an item. The respondent's demographic profiles were analyzed through some different questions. As methods, independent t-test, one way ANOVA and regression analysis were employed.

1.6 Structure of Thesis

Initial chapter presents a brief car history choice as well as the objective of the study. The second chapter reviews the relevant literature. Third chapter explains the details on the data and methodology while chapter four interprets the empirical results. Conclusively, the last chapter concludes the findings and results.

Chapter 2

LITERATURE REVIEW

2.1 Brand Loyalty

Sustaining and developing brand loyalty remains one of the main objectives for researchers in marketing theory, likewise in practice. Brand loyalty covers a deeper concept than just repetitive buying. It is directly linked to the psychology of consumers hence, it requires a great deal of explanation.

A description of brand loyalty says: it is a depth commitment for repurchasing a selected service or product again and again in the future. In essence, a certain product of a brand or other products of that same brand is chosen repetitively in spite of conditional effects and targeted marketing promotions designed to change the behavior of the customer (Oliver, 1999).

It can be divided in two concepts: attitudinal and behavioral. Attitudinal brand loyalty consists of conceptual and positive dimensions while the behavioral aspect is more concerned with attitude and behavior i.e. affecting process of buying decision. Behavioral loyalty exists in different forms like, a deformation to purchase a brand for the first time or a commitment to repurchase the same brand. Traditional strategies used to stimulate brand loyalty have occurred mainly in building brand image through major use of media connections. However, in the process of e-marketing, the usage of database technology allows the possibility of making more

emphasis on the cognitive field by providing selective information (Gommans, Krishnan & Scheffold, 2001).

Generally, loyalty requires satisfaction, although satisfaction does not necessarily result in loyalty. Subsequently, this makes the relationship between brand loyalty and satisfaction somewhat imbalance (Oliver, 1999). However, in order to explain the existing variation between loyalty and satisfaction, a major point of reference would be the idea that describes two sides of explanation of i.e. on one side there are brands on the market that are unknown to customers and on the other side there are:

- High level of brand awareness for some brands (customers' recognition of the brand),
- Acceptance level of some brands (many customers not denying repurchasing the brand again),
- High level of advantages of brands (the priority of selecting the brand before selecting other brands of the same value in the mind of customers),
- And eventually brands that carry high level of loyalty (Kotler, 2001).

Brands that have a high level of advantage are meant to be optimized for customers, however, customers certainly are more loyal to a brand they accept to pay more cost, time and effort in purchasing the same brand.

From the customers' perspective, within the buying circle, one may be faced with a several selection of products that can fulfill ones specific need, however, bad purchase decisions may possibly occur in the moment of purchase. Inherently, all customers wants to reduce the possibility of making bad purchase decisions and a

good way to decrease this risk is by rebuying the same product brand that was satisfactory in the past. As the perceived buying risk gets high, it increases the probability of staying loyal to the brand. Many customers have beliefs that their choice of brand has better qualities and properties than other brands of the same product (Kesić, 1999).

The following items have been identified as the overall benefits that can be gained from loyalty towards a brand (Moolla, 2010):

- Higher ratio of sales
- The ability of having premium pricing
- Maintaining more value – this idea comes from the customers that don't care about the opponent same product promotion (Moolla, 2010, 89)
- Perception creation –That is a result of premium pricing
- The high level of usage and consumption
- Return on Investment contribution (ROI)
- Benefits form financial
- Return portion enhancement
- Reduction of expenses by applying of strategies
- Low elasticity in pricing

2.1.1 Customer Satisfaction

Consumer satisfaction is an item of paramount necessity and key factor in the field of marketing for firms to achieve their long term goals. However several researches are required on this subject (Pappy & Quester 2006; Jones & Suh 2000).

Attitudinal loyalty and behavioral loyalty are also on the other hand, elements that makes customer satisfaction considerable as a potential determinant of a firm's success in the long run. Likewise, the post behavioral impact of customers have made researchers delve into researching new ideas on these topics.

It has been proven that customers who are satisfied with a brand are less responsive to and cautious about the changes in price, and don't show much reactions toward the invasion of opposing strategies of competitors or rivals in any aspects of services, products and other related options (Bozzo, Merunka & Moulins 2003).

Cognitive and emotional descriptions can be used to describe customer satisfaction and in total may have the two other discriminated definition of satisfaction with other structure of satisfaction of customers in the sense of transaction and interchanging particular satisfaction (Bozzo et. al. 2003). After buying required products and services the transaction-specific customer satisfaction is an immediate evaluation as it is the important response to a recent transactional experience with an organization.

Assessing customers' satisfaction is an overall issue that is described by the last purchase and the consumer's encounter with employees' services. In line with this, total satisfaction of customers is the sum of the satisfaction resulting from the whole transactions customers carry out with an organization and their encounter with the specific service-providing employee.

Overall the customer satisfaction is the response of customer's emotional decisions based on the previous purchase along with the total brand experiences.

2.1.2 Brand Loyalty and Consumer Satisfaction

Strong ties of customers to a specific brand can be defined as loyalty which is accompanied with the confirmation of same reactions as remaining faithful to the firm, buying extra products and suggesting the brand to other circles of social networks and others.

Many researchers have given variety of definitions of brand loyalty, one of which is: brand loyalty is the related aspect of a brand with responsive behavioral traits i.e, showing the habit of purchasing during time passing in contrast with other likable products of different brands that is followed by variation of decision making process in terms of psychological effects on customers (Crosby 2002; Jacoby & Kyner 1973).

When a customer is ready to pay and invest a huge amount of money on a particular brand of the same category of products or same group and suggesting it to others in their social life circle, it is a definition of brand loyalty (Giddens 2002).

Furthermore, brand loyalty means the rebuying of the same brand or service or product which is as a result of customer's commitment or making a plan to repeat the purchasing of the specific brand in future.

It can be declared that in point of view of the author, this study believes that brand loyalty's precursor is shown by satisfaction with a brand (Knox & Walker 2001).

Through these researches, brand loyalty is identified and explained among the customers by increased level of satisfaction of customers at an increasing rate that leads to repurchasing the product in the near future when the buying decision is

made. This study is directed by the author to find the connection between brand equity and loyalty (LaBarbera & Mazursky1983). The concept of brand loyalty cannot be replaced with consumer satisfaction, however, in some studies it is mentioned that both are successors of each other (Bloemer & Kasper 19111; Oliver 1999).

Long run and short run effects of customer's loyalty can be illustrated by consumer's satisfaction (Mittal & Kamakura 2001). Satisfaction of a customer can also be equally explained by the measure of loyalty of the customer in the long run. Furthermore, they can also be two distinct concept or stages in terms of the reactions of consumers to the services and products provided by the firm. The initial stage is customer satisfaction i.e. the reactions of customers to the firm's product; and brand loyalty serving as the next level for this kind of responses.

Several researches have been conducted on both variables i.e. consumer satisfaction and brand loyalty, and also to establish their relationships and how they affect each other (Parraga et al. 2008; Awan & Rehman 2014; Anderson & Sullivan 1993; LaBarbera & Mazursky 1993).

2.2 Brand Trust

The performance of a brand can also be defined by the number of average customers that rely on the same brand to show they have a deep trust for the brand (Moormal et al 1993, p. 315).

Based on research in literature, the concept of trust can be viewed in two broad ways (Dwyer & LaGace, 1986). Firstly, it can be seen as an idea, sentiment or a perception of expectation of another partner's reliability as a result of the said partner's

expertise, intention or reliability. Secondly, trust can be viewed as a behavioral aim that exhibits dependence on a partner whilst also bringing along with it insecurity and vulnerability on the trustee's part (Moorman et al 1993, p. 315).

Moorman, Zaltman, and Deshpande (1992); and Doney and Cannon (1997), in their studies also emphasized that the notion of trust is only relevant in conditions of insecurity (e.g., when major versus lower variation between brands happen). Ideally, in situations where customers feel they are particularly susceptible, trust reduces the level of uncertainty especially when customers know they can rely on the brand. Doney and Cannon (1997, p. 37) asserts that the trust concept includes the "evaluative progression" founded about the capability of any item that responds to the same needs according to the changes of life style and human demands in aspects of buying and following the same brand in comparison with other brands to fulfill their wishes. Consequently, principles on trustworthiness, protection, as well as morality are completely essential facets of trust which individuals integrate in showing their trust.

Generally, brand trust, as we observe, connotes a process that is wisely measured and well confirmed. Brand effect on the other hand, is more spontaneous, immediate and less deliberately reasoned in nature. Considering trust creates highly valued exchange relationships, brand trust would almost certainly lead to brand loyalty (Morgan and Hunt 1994, Chaudhuri and Holbrook, 2001). In light of this, commitment has also been described as "a continuing intention to keep a treasured bond" (Moorman, Zaltman, and Deshpande 1992, p. 316). Hence, commitment or loyalty connotes the ongoing procedure of maintaining and continuing an essential and valued relationship made possible by trust. In other words, since commitment is vital for

relational exchanges likewise the relevance of trust, both factors i.e. commitment and trust should be linked together. In establishing this connection between the two factors, researchers have discovered that commitment in business-to-business interactive exchanges is only made possible through the trust factor (Moorman, Zaltman, & Deshpande, 1992; Morgan & Hunt, 1994).

2.3 Service Quality

Quality can be described as the degree to which a product meets customer's needs or purpose for which the customer purchase the product or service (Beverly et al., 2002). Given the growing competition and the need to attract opportunities to increase profitability, customer satisfaction and loyalty, several organizations have begun focusing on customer service (Calif, 1987). The importance of customer service cannot be overemphasized as it mostly results in gaining opportunities that are profitable, increase in quality of products, sales and income increase, and gaining competitive advantage (Goofin & Price, 1996). It has been observed that outstanding customer services are not usually just based on the skills and knowledge of the contact employee but also on the organization i.e. the top management down to the lowest level in the ranks, the clarity and positivity of the message passed to the consumers (Newby & McManus, 2000).

Customer service involves a vast array of activities. According to Tour and Kumar (2003), some of the activities could include, repair and maintenance, call services and warranty, installation services, spare parts and logistics provision, training and documentation. A great number of these additional services including innovative services are being offered by car manufacturers to customers for a better service delivery (Khaksar et al. 2010). Channels like emails, websites and SMS are being

used by top car manufacturers to provide informational services to clients or customers (Wilson et al, 1999). Furthermore, providing adequate training services paves the way of increasing the customer satisfaction via enhancing the customer service. In addition, employing trained and qualified staff enhances the company's accountability (Nilda et al, 2009).

2.3.1 Relationship between Customer Satisfaction and Service Quality

Due to the positive effect on profitability of firms and customer retention, customer satisfaction and service quality are vital factors to marketing practitioners and researchers. Studies have shown that both factors are crucial to the marketing success and effectiveness of organizations. As a matter of fact, they have both become the corporate goals of organizational management. From the customer's point of view, their satisfaction is largely influenced by the quality of service. This makes it more imperative for car manufacturers to pay more attention to satisfaction of customers and quality of service in order to enhance profitability and customer base (Roundtree & Bitner, 2000; Adil & Khan, 2012).

2.3.2 Product Quality

Mercedes Benz and BMW have shown their commitment in becoming industry leaders via business excellence and in the same vein maintaining integrity and upholding values that help enhance the quality of life in global communities (Hanno, Christian, 2009). These brands offer automobiles of high quality whilst also meeting the customers' needs with high quality standards.

The concept of quality in the automobile industry is elusive. It implies the sum of features a product or service and their capacity to satisfy a need (Winder, 1996 & Chavan, 2003). In other words, a customer would consider a product or service of high quality if the said product fulfils the expectation of the customer (Winder, 1996

& Chavan, 2003). Although, studies on the effects of quality on consumer satisfaction remains continuous like it has been for over two decades, the majority of them have been focused on tangible products (e.g. Garvin 1988, Gronroos 1983, Steenkamp 1990).

2.4 Brand Communication

It is claimed that brand is a very integral part of marketing (Schultz, 1998). In essence, it is what the consumers consider to be of value and what they build relationship with. The main essence of brand communication is to expose or reveal the brand to an audience in order increase the brand awareness to the consumer and for a greater chance of recall in time of purchase. Every form of brand communication stimulates the response which is measurable via brand recognition, awareness, strength, and favorability in the memory of consumers.

In effectively managing brand relationships with employees, suppliers, customers, media and several others members of the environment surrounding a brand, brand communication forms a core integral part.

The aim of brand communication is to increase the attachment of consumers to the brand and foster a deeper relationship with the customer thus, enhancing brand loyalty. (Pearson, 1996; Duncan and Moriarty, 1998). It is one of the most effective factor especially when a new service launched (Terrill, 1992). Consistently, Brand communication has been observed to play a crucial part in creating a brand attitude that's positive (Kempf & Smith, 1998). Having seen the ability of brand names to stir emotions like confidence, trust etc. (Turley & Moore, 1995) it clearly shows brand

names should not be ignored as they can be very relevant means of communication in stimulating brand attitudes (Grace & O'Cass, 2005).

The focus of a business manager is to stimulate favorable sales for the company and generate more profits. The communications strategy for marketing is important in that objective, because marketing communications acquires the attention of customers and induces customers to contact the company.

Without a proper strategy for marketing communication, it is rarely possible to have steady sales.

Chapter 3

BRIEF INFORMATION ON BMW AND MERCEDES

BENZ

3.1 Introduction

In this study, two big companies, Benz and BMW were selected to discover the main attributes of success in their manufacturing procedures and strategies. The aim is to note what principles they employ in making customers stay loyal to their brands considering these brands have proven to be pioneers and have been nominated best cars around the world for the variations they offer to different classes of life style and economics levels. In this chapter, I explore the success keys of both companies.

3.2 Mercedes Benz Company

As a well-known automobile business industry, Benz is a company with assets that are powerful and attractive. The core strength of Benz is not only about its manufacturing plants available globally, rather the level of human capital available to the company, its world renowned brand name and corporate culture. The key assets of the company are discussed in details as follows:

The machineries and manufacturing plants: the physical assets of the firm are undoubtedly huge and of great value. This does not come as a surprise considering Mercedes Benz stands as one of the top 5 auto manufacturers in the world. As a matter of fact, the firm owns several equipment and plants for manufacturing across various continents. However, while these are important, the possession of these

assets are not the primary keys to the success of the company (Bossink & Blauw, 2002).

The Firm's Corporate Culture: Having a culture that focuses and maintains a standard of perfection and high quality manufacturing process, Mercedes Benz remains outstanding. In a typical German fashion, the firm relentlessly aims for perfection (Bossink & Blauw, 2002). Its aim for perfection, paying attention to details, precision engineering are what make for the firm's core competencies enhancing its success in the market.

The Renowned Brand name: It is commonly agreed by numerous customers globally that perhaps Mercedes Benz most vital asset is its renowned and reputable brand name. The Mercedes brand which is already over 100 years, is commonly associated with status, luxury and comfort. Despite been around for a longer time, the brand still remains favored by both old and young professionals and businessmen globally. Replicating such brand equity is quite an uphill task and would require a long time frame and a huge amount of capital investment (Jackson, 2001).

3.2.1 Core Competencies of Mercedes-Benz

It is undoubtedly impossible for a firm to rise to a respectable and powerful position in the automobile manufacturing industry without having significant core competencies. Admittedly, it isn't difficult to observe that Mercedes owns several distinguishing and powerful core competencies in the market based on customers' favorable perceptions of the cars produced by the brand. (Bossink & Blauw, 2002). As observed, the firm possesses several related factors as follows:

Novelty: The innovative capacity of Benz is one of the brand's core competencies that has helped it rise to such renowned position in the industry. Several of the

automobile innovations in comparison to other car brands were spearheaded by Benz.

Quality: It is widely known that this firm is capable of sustaining the status of great quality besides stability in the market. Actually, the quality of cars produced by the firm has earned it several rewards and achievements in the industry. For instance, the J. D. Power's Primary Quality Study in 2007, the firm took 5th place, surpassing several other car brands including Toyota.

Branding and Marketing: the capacity to market and form extremely reliable market brand are the positive strengths of this company. By accurately understanding customer needs, the firm has been able build a strong brand in the market place – something enviable by other car manufacturers (Jackson, 2001).

3.3 BMW Company

Manufactured by Bayerische Motoren Werke AG, the car brand is popular for its luxury and outstanding performance. The company initially operated as a producer of aircraft-engines when it was founded in 1916. It was actively producing engines during the World War I and II. However, it progressed into a motorbike and automobile manufacturer by the mid-20th century, and today it is a globally renowned brand with €53 billion (about \$76 billion) in revenues as at 2008. In this study, BMW was selected as a case study since it's a well-known brand in the car industry. It has shown resilience during the recession period and has recorded that influence the brand equity of BMW leading to the brand's success will be the key purpose of this study. Their concepts for brand strategy such as brand identity, brand image, and brand selection will be analyzed and evaluated.

3.3.1 BMW Emotional Involvement

Behavioral scientists have opined that the root of all behaviors is the basic human needs or motives. All people share a common need irrespective of culture, upbringing or gender. Furthermore, emotions also play a vital a role in sensitive decisions. There will be an emotional response once such decision is made. This is the reasons emotions stand as strong determinant factors in line with the outcome of several purchase decisions (Robinette, 2001).

BMW does not only concern itself with marketing efforts but also with what it delivers customers. Car maintenance, especially luxury cars is often a source of concern to potential buyers due to the maintenance costs. In order to ease customers, BMW began to offer a specific service that reduces the maintenance costs to lower the costs in comparison to other brands and car producers (Babin, 2004).

BMW also endeavors to maintain loyalty of customers by employing the enduring involvement concept. This is also in a bid to maintain constant interaction and relationship with customers.

Chapter 4

METHODOLOGY

4.1 Introduction

Following chapter contains information vis-à-vis the matched research methodology, the implemented framework and design, the chosen respondents, in addition to thorough description concerning developing the questions.

In this research, quantitative analysis was carried out to explore the different factors that have effects on customer loyalty when buying a car. The methods required for the study are Descriptive, Independent T-test and Analysis of Variance (ANOVA).

The descriptive analysis was carried with the aid of questionnaires. The thoughts of employees were measured on a 5 point Likert scale ranging from strongly disagree (1) to strongly agree (5). Streiner (2003) stated that Alpha Cronbach should not be above 0.90 or it may become impractical. However, the Cronbach alpha's figure has to be further than 0.6 (Nunnally, J.C, 1978).

Statistical procedure, ANOVA test demonstrates as any variables have similar values of mean in two or more populations. ANOVA is similar to T-test and can show the crucial distinctions between means. With the aid of these two statistical tests, it is possible to see if any statistically significant differences exists among the divided categories regarding their observations for each item in the questionnaire.

Subsequently, regression method was used to estimate the linear or straight line, relationship that relates two or more variables. This linear relationship summarizes the amount of change in one variable that is associated with change in another variable or variables. The model can also be tested for statistical significance, to test whether the observed linear relationship could have emerged by chance or not. In this section, the two variable linear regression model is discussed. In a second course in statistical methods, multivariate regression with relationships among several variables is examined.

4.2 Research Method

The data for the study was gathered through distributing questionnaires at shopping centers to students and business owners. The questionnaire forms were distributed to respondents during the spring 2017-2018 academic terms with a total of 250 respondents. T-test as well as Anova test were applied to understand the concept from a statistical point of view from the respondents with different levels of job status and income.

4.3 Sample and Data Collection

This research was undertaken within the city of Famagusta, North Cyprus. The convenient sampling method was used in gathering data from respondents who are willing to participate in the study. Sample and data were collected from students, workers, and business owners who are residents in North Cyprus.

The questionnaires, topic and the goal of the study were fully explained to the respondents and their consents given before filling out the questionnaires. The participants were guaranteed confidentiality and anonymity with regards to the

information they provide in the questionnaires. A total number of 250 questionnaires were distributed and 159 questionnaires were collected.

The first section of the questionnaire comprised of 34 five-point Likert-scale questions while the second section contained the demographic information of the respondents.

4.4 Questionnaire Development

Previous researches were reviewed while preparing the questionnaire for the present study. The questionnaire contains two parts. The first part consists of 34 Five Likert-scale items measuring the extent to which different factors affects car customer loyalty when buying a car. These questions were explored and gathered according to the previous research questions and some of them were rephrased (Cemal Zehir et al, 2011; Dust & Askarzade, 2013). The second part of the survey comprises of six demographic questions. The Demographic questions in this study involved gender, age, and education level, job status, work experience and monthly income (Daniel E. Gbervbie et. al 2014).

4.5 Data Analysis

SPSS statistical software was employed in conducting the statistical analysis in order to examine brand loyalty and its determinants as mentioned in the study. Independent T-test was carried out and other factors were used as the independent variables to see if any statistically significant differences will be observed between different groups in their perception concerning the given items. A one-way ANOVA analysis was used for examining if some statistically significant differences will be observed among other groups which are showed in this research and questionnaire form. In the

last part of analysis, regression method is used to see the relationships between dependent and explanatory variables.

4.6 Contribution of the Study

The focus of this research is to discover the relationship between brand loyalty and its determinants such as brand trust, service quality and brand communication. This research will thus give readers a chance to understand the importance of brand loyalty for firms in North Cyprus and also for customers in their purchase decisions.

Chapter 5

ANALYSES AND DISCUSSION OF EMPIRICAL RESULTS

5.1 Demographic

A clear perception and desirable results were attained from the data analysis using the IBM (SPSS) software. Results of the study are described in details in this section.

The questionnaires were distributed within boundaries of the campus. The population was targeted following the convenience sampling method. Table 1 illustrates the frequency analysis of the respondents' demographic data. Thirty percent of the respondents (n=48) were females and 70% (n=111) were males.

With regards to the respondents' ages, 37.3% (n=59) were aged 18 - 27; 53.7% (n=85) were aged 28 - 37; 9% (n=15) were aged 38 - 40; and none of the respondents fell between the ages 48-57. In other words, most of the respondents were aged between 28 and 37.

Concerning the respondents' education level, about 48.3%, (N=77) were university and over, 51.7%, (n=82) had 2 year technical school and no other respondent were from primary school or secondary/high school group, so we can see most of this group belonged to people who had academic records and were studying in university.

In reference to their job status, 33.8% (n=53) were students, 26.2% (n=42) were workers, 40% (n=64) were business owners and no civil servant was in this research, we can see the number of students here is greater than other ones. The respondents' work experience showed that 50.6% (n=81) of them had between 1- 4 years of work experience; 45.6 % (n=73) had work experience of 4-7 years; 9% (n=2) have been working for 7-10 years while the remaining 1.9 %(n=3) have worked for more than 10 years.

Regarding the respondents' income, 23.8% (n=38) of them were less than 1000\$, 54.2% (n=86) between 1001\$-2500\$, 22% (n=35) fell between 2501\$-4000\$ while none of them had income more than 4001\$.

Table 1: Respondent Demographic Profile

| Variables | Frequency | Percent |
|-------------------------------|------------------|----------------|
| <i>Gender</i> | | |
| Male | 111 | 59,4 |
| Female | 48 | 30,0 |
| <i>Age</i> | | |
| 18-27 | 59 | 37,3 |
| 28-37 | 85 | 53,7 |
| 38-47 | 15 | 9 |
| 48-57 | 0 | 0 |
| <i>Education level</i> | | |
| Primary School | 0 | 0 |
| Secondary/high School | 0 | 0 |

| | | |
|-------------------------------|-----|------|
| 2 year technical school | 82 | 51,7 |
| University and over | 77 | 48,3 |
| <i>Job Status</i> | | |
| Student | 53 | 33,8 |
| Civil servant | 0 | 0 |
| Worker | 42 | 26,2 |
| Business owners | 64 | 40 |
| <i>Work Experience</i> | | |
| 1-4 years | 81 | 50,6 |
| 4-7 years | 73 | 45,6 |
| 7-10 years | 2 | 9 |
| more than 10 years | 3 | 1,9 |
| <i>Income</i> | | |
| Less than 1000\$ | 38 | 23,8 |
| 1001-2500\$ | 86 | 54,2 |
| 2501-4000\$ | 35 | 22 |
| more than 4001\$ | 0 | 0 |
| N | 159 | |

5.2 Descriptive Statistics

The purpose of this is to explain the characteristics of variables or factors under investigation (Kothari, 2008; Malhotra N, 2007). Items with the highest mean were:

- “I feel confident in Mercedes Benz or BMW”, with (M=4.50 and SD=. 604). This shows a highly agreeable respondents’ level of confidence when they are in a Mercedes Benz or BMW
- “Feeling safe in Benz or BMW”, with (M=4.50 and SD=.604) that shows they feel more safety when they drive these brands of car.
- “Services in superior method are offered by this brand”, with (M=4.48 and SD=.593) that this implies the extent of service quality they get.

Items with the lowest means included:

- “I intent to buy this brand in future”, with (M=3.92 and SD=.397). This shows that an average number of respondents merely intend to buy this brand in the future.
- “My expectation can be answered by Benz or BMW”, with (M=3.96 and SD=.272) implies that the majority of the average number of people disagree that BMW or Mercedes Benz meets their expectations.
- “Great services are offered by these brands”, (M=3.98 and SD=.412) means that average number of respondents in this research disagree that these brands offer great services.
- “Never get disappointed by Benz or BMW”,(M=4.41 and SD=.768) which means their expectation can be truly responded.
- “My reaction for this brand towards the advertisement and promotion is interesting”, (M=4.01 and SD=.296) indicates that an average number of

respondents disagree that they are reacting positively to the promotions and of the brand.

Table 2: Descriptive Statistics Summary

| Descriptive Statistics | | | | | |
|---|-----|-----|-----|------|------|
| Items | N | Min | Max | Mean | SD |
| Buying intention for the brand in future | 159 | 2 | 5 | 3,92 | ,397 |
| Buying intention for other product of the same brand | 159 | 2 | 5 | 4,39 | ,718 |
| Considering brand at the priority of my selection for this type of products | 159 | 2 | 5 | 4,33 | ,580 |
| Buying the same brand next time of purchasing that product | 159 | 2 | 5 | 4,03 | ,484 |
| Continuing to keep loyalty on this brand | 159 | 2 | 5 | 4,45 | ,632 |
| Willingness to pay extra costs for making capable this brand in contest with other brands | 159 | 2 | 5 | 4,19 | ,680 |
| Buying the same brand if the price goes down | 159 | 2 | 5 | 4,12 | ,576 |
| Other brands activities do not affect me in buying this brand | 159 | 1 | 5 | 4,36 | ,887 |
| Showing optimistic words on this brand for others | 159 | 2 | 5 | 4,28 | ,563 |
| Recommending this brand if anyone requests my reasoning | 159 | 2 | 5 | 4,11 | ,561 |
| My expectation can be answered by Benz or BMW | 159 | 2 | 4 | 3,96 | ,272 |
| Feeling safe in Benz or BMW | 159 | 3 | 5 | 4,50 | ,604 |
| Never get disappointed by Benz or BMW | 159 | 2 | 5 | 4,41 | ,768 |
| My satisfaction is secured by Benz or BMW | 159 | 3 | 5 | 4,14 | ,441 |
| Related to my concerns these two firms respect to what I demand | 159 | 2 | 5 | 4,25 | ,655 |
| For solving troubles I can trust to Benz or BMW | 159 | 1 | 5 | 4,24 | ,823 |
| For satisfying me any efforts would be done by Benz or BMW | 159 | 1 | 5 | 4,31 | ,663 |
| If I encounter many problems regarding to product Benz or BMW never let me down | 159 | 3 | 5 | 4,31 | ,593 |
| Great services are obtained by these brands | 159 | 2 | 5 | 3,98 | ,412 |
| Services in superior method are offered by this brand | 159 | 3 | 5 | 4,48 | ,593 |
| Best experiences will rise as I buy this | 159 | 3 | 5 | 4,36 | ,587 |

| | | | | | |
|--|-----|---|---|------|------|
| brand | | | | | |
| All offers by this brand for the customers make me feel good | 159 | 3 | 5 | 4,31 | ,526 |
| At all, my relation with the staffs of this brand is extremely good | 159 | 3 | 5 | 4,27 | ,622 |
| I would say that the quality of my interaction with this brand's employees is high | 159 | 3 | 5 | 4,39 | ,561 |
| The environmental physical concept of this brand is the best in its manufacturing | 159 | 2 | 5 | 4,24 | ,601 |
| Environmental physical is ranked super by me | 159 | 3 | 5 | 4,24 | ,601 |
| Responding system for complaints behalf this brand is appropriate | 159 | 3 | 5 | 4,30 | ,570 |
| Employees of this brand interact positive toward complaints of customers | 159 | 3 | 5 | 4,37 | ,569 |
| My reaction for this brand toward the advertisement and promotion is interesting | 159 | 3 | 5 | 4,01 | ,296 |
| Feeling good to advertisement and promotion for this brand | 159 | 2 | 5 | 4,36 | ,731 |
| Advertisement and promotion of the brand is pleasant | 159 | 3 | 5 | 4,40 | ,596 |
| The advertisement and promotion of the brand have good results | 159 | 3 | 5 | 4,34 | ,585 |
| The advertisement and promotion of the brand makes me happy | 159 | 3 | 5 | 4,21 | ,527 |
| The advertisement and promotion of the brand makes me interested | 159 | 3 | 5 | 4,34 | ,485 |
| Valid N (list wise) | 159 | | | | |

5.3 Reliability Test

To test items reliability, Test of Cronbach's Alpha is conducted. The scale reliability accepted threshold is 0.70 (Nunnally, 1978).

Table 3: Cronbach's Alpha

| | |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| 0.8111 | 34 |

The number of items used in this research was 34 and the Cronbach's alpha coefficient was .8111, which is clearly above 0.7. Therefore, the scale used for this study can be considered reliable.

5.4 Independent Sample T-test

T-test was run and the main purpose of performing the T-test is to find a meaningful but significant relationship between gender and the proposed determinants of brand loyalty in car companies for buyers when they make a decision to select a car.

Items that show highest significant differences are as follows:

- Men with (M=4.36 and Sig=.000) indicate more agree rather than females with (M=3.95 and Sig=.000) to “Willingness to pay extra costs for making capable this brand in contest with other brands” that females were disagree in compare of males.
- Men show higher extent of agree to “Other brands activities do not affect me in buying this brand” with (M=4.48 and Sig=.000) in compare with females that were rather disagree about this item with (M=3.11 and Sig=.000).
- Female were more disagree with (M=3.89 and Sig=.000) toward “For solving troubles I can trust to Benz or BMW” while men were more agree about this item with (M=4.47 and Sig=.000).
- Men with (M=4.42 and Sig =0.002) indicate more agree to “I would say that the quality of my interaction with this brand's employees is high” while females with (M=4.22 and Sig=.001) are less agree about this item.

Items that show lowest significant differences are as follows:

- Female with (M=4.39 and Sig=.992) and Men with (M=4.39 and Sig=.993) had the nearly equal extent of agree about “Buying intention for other product of the same brand” and there were no significant differences.
- In item of “Buying the same brand next time of purchasing that product”, Female with (M=4.03 and Sig=.0923) as well as men with (M=4.02 and Sig=.922) had almost the same degree of agree toward the item.
- Men with (M=4.13 and Sig=0.750) had the same extent of agree with Female by (M=4.09 and Sig=.721) to the item of “Recommending this brand if anyone requests my reasoning”, that it indicates there were no significant differences between men and female for this item.
- Men with (M=4.22 and Sig=.711) and Female with (M=4.19 and Sig=.696) both had the same extent of agree toward the item of “The advertisement and promotion of the brand makes me happy” that shows no significant differences between men and females to this item.

Table 4: Independent Sample T-test

| | Gender | N | Mean | T | Sig |
|---|--------|-----|-------|-------|------|
| Buying intention for the brand in future | Female | 48 | 3.86 | 1.702 | .091 |
| | Male | 111 | 3.97 | | |
| Buying intention for other product of the same brand | Female | 48 | 4.39 | .010 | .992 |
| | Male | 111 | 4.39 | . | . |
| Considering brand at the priority of my selection for this type of products | Female | 48 | 4.19 | 3.053 | .003 |
| | Male | 111 | 4.45 | | |
| Buying the same brand next time of purchasing that product | Female | 48 | 4.03 | .097 | .923 |
| | Male | 111 | 4.02 | .098 | |
| Continuing to keep loyalty on this brand | Female | 48 | 4.39 | 1.016 | .311 |
| | Male | 111 | 4.49 | | |
| Willingness to pay | Female | 48 | 3.111 | 3.928 | .000 |

| | | | | | |
|---|--------|-----|-------|--------|------|
| extra costs for making capable this brand in contest with other brands | Male | 111 | 4.36 | | |
| Buying the same brand if the price goes down | Female | 48 | 4.02 | 1.876 | .063 |
| | Male | 111 | 4.19 | | |
| Other brands activities do not affect me in buying this brand | Female | 48 | 3.111 | 5.168 | .000 |
| | Male | 111 | 4.48 | | |
| Showing optimistic words on this brand for others | Female | 48 | 4.23 | -.892 | .385 |
| | Male | 111 | 4.32 | | |
| Recommending this brand if anyone requests my reasoning | Female | 48 | 4.09 | -.357 | .721 |
| | Male | 111 | 4.13 | | |
| My expectation can be answered by Benz or BMW | Female | 48 | 3.91 | 2.148 | .033 |
| | Male | 111 | 4.00 | | |
| Feeling safe in Benz or BMW | Female | 48 | 4.45 | -.856 | .394 |
| | Male | 111 | 4.54 | | |
| Never get disappointed by Benz or BMW | Female | 48 | 4.14 | 4.251 | .000 |
| | Male | 111 | 4.63 | - | |
| My satisfaction is secured by Benz or BMW | Female | 48 | 4.06 | -1.786 | .076 |
| | Male | 111 | 4.19 | | |
| Related to my concerns these two firms respect to what I demand | Female | 48 | 4.33 | 1.248 | .208 |
| | Male | 111 | 4.19 | | |
| For solving troubles I can trust to Benz or BMW | Female | 48 | 3.89 | 4.639 | .000 |
| | Male | 111 | 4.47 | | |
| For satisfying me any efforts would be done by Benz or BMW | Female | 48 | 4.28 | .418 | .677 |
| | Male | 111 | 4.33 | | |
| If I encounter many problems regarding to product Benz or BMW never let me down | Female | 48 | 4.17 | 2.301 | .023 |
| | Male | 111 | 4.39 | | |
| Great services are obtained by these brands | Female | 48 | 3.86 | 3.136 | .002 |
| | Male | 111 | 4.06 | | |
| Services in superior method are offered by this brand | Female | 48 | 4.28 | 3.434 | .001 |
| | Male | 111 | 4.60 | | |
| Best experiences will rise as I buy this brand | Female | 48 | 4.27 | -1.484 | .102 |
| | Male | 111 | 4.42 | | |
| All offers by this brand for the customers make me feel good | Female | 48 | 4.14 | 3.398 | .001 |
| | Male | 111 | 4.42 | | |

| | | | | | |
|--|--------|-----|-------|--------|------|
| At all, my relation with the staffs of this brand is extremely good | Female | 48 | 4.16 | -1.912 | .058 |
| | Male | 111 | 4.35 | | |
| I would say that the quality of my interaction with this brand's employees is high | Female | 48 | 4.22 | 3.233 | .001 |
| | Male | 111 | 4.51 | | |
| The environmental physical concept of this brand is the best in its manufacturing | Female | 48 | 4.36 | 1.838 | .068 |
| | Male | 111 | 4.19 | | |
| Environmental physical is ranked super by me | Female | 48 | 4.17 | -1.262 | .209 |
| | Male | 111 | 4.29 | | |
| Responding system for complaints behalf this brand is appropriate | Female | 48 | 4.13 | 3.269 | .001 |
| | Male | 111 | 4.42 | | |
| Employees of this brand interact positive toward complaints of customers | Female | 48 | 4.22 | 3.130 | .002 |
| | Male | 111 | 4.49 | | |
| My reaction for this brand toward the advertisement and promotion is interesting | Female | 48 | 3.111 | 2.091 | .038 |
| | Male | 111 | 4.05 | | |
| Feeling good to advertisement and promotion for this brand | Female | 48 | 4.31 | -.737 | .462 |
| | Male | 111 | 4.40 | | |
| Advertisement and promotion of the brand is pleasant | Female | 48 | 4.36 | -.639 | .524 |
| | Male | 111 | 4.42 | | |
| The advertisement and promotion of the brand have good results | Female | 48 | 4.38 | .637 | .525 |
| | Male | 111 | 4.32 | | |
| The advertisement and promotion of the brand makes me happy | Female | 48 | 4.19 | -.391 | .696 |
| | Male | 111 | 4.22 | | |
| The advertisement and promotion of the brand makes me interested | Female | 48 | 4.25 | 1.543 | .125 |
| | Male | 111 | 4.41 | | |

5.5 Analyses of Variance

Analyses of Variance (ANOVA) test was carried out to investigate the potential differences between our respondents' subset groups, which are job Status and monthly income.

5.5.1 ANOVA Analysis for Job Status

The ANOVA results for job status are shown in tables below. The one way ANOVA analysis results will be discussed in the two fields of highest and lowest ones in aspect of the having significant differences or no significant differences between respondent according to their Job Status.

Items that show highest significant differences are as follows:

- Business owners with (M=5.00 and Sig=000), were more agree in compare with Students (M=4.31 and Sig=.001) and Workers (M=4.50 and Sig=.001) in Item of “Best experiences will rise as I buy this brand” that it shows the significant differences between these groups.
- Students with (M=2.78 and Sig=.002), indicate the highest extent of agree in comparison with Business Owners (M=2.73 and Sig=.002) and Workers (M=2.72 and Sig=.001) to the item of “Related to my concerns these two firms respect to what I demand”.
- Workers with (M=4.35 and Sig=.003) and Business Owners (M=4.20 and Sig=.002) show less agree in compare to student with (M= 4.39 and Sig=.001) over “The advertisement and promotion of the brand have good results”, that it shows the significant differences between these groups according to their extent of responding.

- Business owners show differences with (M=5.00 and Sig=.003) in among the Workers with (M=4.50 and Sig=.001) and Students with (M=4.35 and Sig=.001) that implies business owners are more agree on the item that “Advertisement and promotion of the brand is pleasant”.

Items with lowest significant differences are:

- In the Item of “Buying the same brand next time of purchasing that product” ,Students with (M=4.03 and Sig=.968) ,Workers with(M=4.00 and Sig=.975) and Business Owners with (M=4.00 and Sig=.987) ,show that there is no significant differences among these groups of respondents and they all have same extent of responding to this item.
- All these groups included of Student with (M=3.98 and Sig=.957), Workers with (M=4.00 and Sig=.897) and Business owners with (M=4.00 and Sig=.982) show the same extent of agree toward the “Great services are obtained by these brands”, that it indicates there is no significant differences between these groups to the extent of the service they get when they face any problem in their cars.
- In the Item of “My reaction for this brand toward the advertisement and promotion is interesting”, Students with (M=4.01 and Sig=.893), Workers with (M=4.00 and Sig=.865) and Business owners with (M=4.00 and Sig=.984) show that there were almost neutral about this item and there were no significant differences among these groups.
- Student with (M=3.92 and Sig=.713), Workers with (M=4.00 and Sig=.698) and Business owners with (M=4.00 and Sig=.729), indicate that there is no

significant differences between these groups toward “Buying intention for the brand in future” and they all have almost neutral respond to this item.

Table 5: One way ANOVA Job Status results

| Items | Groups | N | Mean | F | Sig. |
|---|-----------------|----|------|-------|------|
| Buying intention for the brand in future | Student | 57 | 3.92 | .316 | .729 |
| | Worker | 34 | 4.00 | | |
| | Business owners | 68 | 4.00 | | |
| | | | | | |
| Buying intention for other product of the same brand | Student | 57 | 4.36 | 2.289 | .105 |
| | Worker | 34 | 5.00 | | |
| | Business owners | 68 | 4.40 | | |
| | | | | | |
| Considering brand at the priority of my selection for this type of products | Student | 57 | 4.34 | 2.284 | .105 |
| | Worker | 34 | 4.00 | | |
| | Business owners | 68 | 4.60 | | |
| | | | | | |
| Buying the same brand next time of purchasing that product | Student | 57 | 4.03 | .013 | .987 |
| | Worker | 34 | 4.00 | | |
| | Business owners | 68 | 4.00 | | |
| | | | | | |
| Continuing to keep loyalty on this brand | Student | 57 | 4.43 | 2.380 | .096 |
| | Worker | 34 | 5.00 | | |
| | Business owners | 68 | 4.40 | | |
| | | | | | |
| Willingness to pay extra costs for making capable this brand in contest with other brands | Student | 57 | 4.18 | 2.221 | .112 |
| | Worker | 34 | 4.00 | | |
| | Business owners | 68 | 4.60 | | |
| | | | | | |

| Items | Groups | N | Mean | F | Sig. |
|---|-----------------|----|------|-------|------|
| Buying the same brand if the price goes down | Student | 57 | 4.13 | .378 | .686 |
| | Worker | 34 | 4.00 | | |
| | Business owners | 68 | 4.00 | | |
| | | | | | |
| Other brands activities do not affect me in buying this brand | Student | 57 | 4.35 | 1.851 | .179 |
| | Worker | 34 | 5.00 | | |
| | Business owners | 68 | 4.20 | | |
| | | | | | |
| Showing optimistic words on this brand for others | Student | 57 | 4.29 | .973 | .380 |
| | Worker | 34 | 4.00 | | |
| | Business owners | 68 | 4.40 | | |
| | | | | | |

| | | | | | |
|---|-----------------|----|------|-------|------|
| | | | | | |
| Recommending this brand if anyone requests my reasoning | Student | 57 | 4.09 | 1.665 | .193 |
| | Worker | 34 | 4.50 | | |
| | Business owners | 68 | 4.20 | | |
| | | | | | |
| My expectation can be answered by Benz or BMW | Student | 57 | 3.96 | .168 | .845 |
| | Worker | 34 | 4.00 | | |
| | Business owners | 68 | 5.00 | | |
| | | | | | |
| Feeling safe in Benz or BMW | Student | 57 | 4.45 | 5.827 | .004 |
| | Worker | 34 | 4.00 | | |
| | Business owners | 68 | 4.40 | | |
| | | | | | |

| Items | Groups | N | Mean | F | Sig. |
|---|-----------------|----|------|-------|------|
| Never get disappointed by Benz or BMW | Student | 57 | 4.14 | 1.056 | .350 |
| | Worker | 34 | 4.00 | | |
| | Business owners | 68 | 4.20 | | |
| | | | | | |
| My satisfaction is secured by Benz or BMW | Student | 57 | 4.25 | .388 | .679 |
| | Worker | 34 | 5.00 | | |
| | Business owners | 68 | 3.80 | | |
| | | | | | |
| Related to my concerns these two firms respect to what I demand | Student | 57 | 2.78 | 6.716 | .002 |
| | Worker | 34 | 2.72 | | |
| | Business owners | 68 | 2.73 | | |
| | | | | | |

| Items | Groups | N | Mean | F | Sig. |
|---|-----------------|----|------|-------|------|
| For solving troubles I can trust to Benz or BMW | Student | 57 | 4.22 | .532 | .589 |
| | Worker | 34 | 4.50 | | |
| | Business owners | 68 | 4.40 | | |
| | | | | | |
| For satisfying me any efforts would be done by Benz or BMW | Student | 57 | 4.33 | .842 | .433 |
| | Worker | 34 | 4.00 | | |
| | Business owners | 68 | 4.20 | | |
| | | | | | |
| If I encounter many problems regarding to product Benz or BMW never let me down | Student | 57 | 4.26 | 4.429 | .013 |
| | Worker | 34 | 4.50 | | |
| | Business owners | 68 | 4.80 | | |
| | | | | | |

| | | | | | |
|---|-----------------|----|------|-------|------|
| Great services are obtained by these brands | Student | 57 | 3.98 | .018 | .982 |
| | Worker | 34 | 4.00 | | |
| | Business owners | 68 | 4.00 | | |
| | | | | | |
| Services in superior method are offered by this brand | Student | 57 | 4.47 | 3.539 | .031 |
| | Worker | 34 | 5.00 | | |
| | Business owners | 68 | 4.20 | | |
| | | | | | |
| Best experiences will rise as I buy this brand | Student | 57 | 4.31 | 7.189 | .001 |
| | Worker | 34 | 4.50 | | |
| | Business owners | 68 | 5.00 | | |
| | | | | | |

| Items | Groups | N | Mean | F | Sig. |
|--|-----------------|----|------|-------|------|
| All offers by this brand for the customers make me feel good | Student | 57 | 4.31 | 1.191 | .307 |
| | Worker | 34 | 4.00 | | |
| | Business owners | 68 | 4.40 | | |
| | | | | | |
| At all, my relation with the staffs of this brand is extremely good | Student | 57 | 4.25 | .685 | .506 |
| | Worker | 34 | 4.50 | | |
| | Business owners | 68 | 4.40 | | |
| | | | | | |
| I would say that the quality of my interaction with this brand's employees is high | Student | 57 | 4.40 | 1.500 | .226 |
| | Worker | 34 | 4.00 | | |
| | Business owners | 68 | 4.40 | | |
| | | | | | |
| The environmental physical concept of this brand is the best in its manufacturing. | Student | 57 | 4.24 | .921 | .400 |
| | Worker | 34 | 4.50 | | |
| | Business owners | 68 | 4.40 | | |
| | | | | | |
| Environmental physical is ranked super by me | Student | 57 | 4.21 | 2.548 | .080 |
| | Worker | 34 | 4.50 | | |
| | Business owners | 68 | 4.60 | | |
| | | | | | |
| Responding system for complaints behalf this brand is appropriate | Student | 57 | 4.32 | 1.060 | .349 |
| | Worker | 34 | 4.00 | | |
| | Business owners | 68 | 4.20 | | |
| | | | | | |
| Employees of this brand interact positive toward complaints of customers | Student | 57 | 4.38 | 2.185 | .78 |
| | Worker | 34 | 4.00 | | |
| | Business owners | 68 | 4.60 | | |
| | | | | | |
| My reaction for this brand toward the | Student | 57 | 4.01 | | .984 |
| | Worker | 34 | 4.00 | | |

| | | | | | |
|--|-----------------|----|------|-------|------|
| advertisement and promotion is interesting | Business owners | 68 | 4.00 | .016 | |
| | | | | | |
| Feeling good to advertisement and promotion for this brand | Student | 57 | 4.34 | 2.422 | .092 |
| | Worker | 34 | 5.00 | | |
| | Business owners | 68 | 4.40 | | |
| | | | | | |

| Items | Groups | N | Mean | F | Sig. |
|--|-----------------|----|------|-------|------|
| Advertisement and promotion of the brand is pleasant | Student | 57 | 4.35 | 6.028 | .003 |
| | Worker | 34 | 4.50 | | |
| | Business owners | 68 | 5.00 | | |
| | | | | | |
| The advertisement and promotion of the brand have good results | Student | 57 | 4.39 | 7.484 | .001 |
| | Worker | 34 | 3.50 | | |
| | Business owners | 68 | 4.20 | | |
| | | | | | |
| The advertisement and promotion of the brand makes me happy | Student | 57 | 4.20 | 1.133 | .325 |
| | Worker | 34 | 4.00 | | |
| | Business owners | 68 | 4.40 | | |
| | | | | | |
| The advertisement and promotion of the brand makes me interested | Student | 57 | 4.29 | 6.135 | .003 |
| | Worker | 34 | 4.50 | | |
| | Business owners | 68 | 5.00 | | |
| | | | | | |

5.5.2 ANOVA Analysis for Income Level

The results for the ANOVA test for income groups have been indicated in the following tables. We are going to discuss about the existence of significant differences among the variables and groups of respondents according their Income Level.

Items with highest significant differences:

- Respondent with income 2501\$-4000\$ (M=5.00 and Sig=.000) in compare with other groups income of 1001\$-2500\$ (M=4.14 and Sig=.001) and Income of Less than 1000\$ with (M=4.03 and Sig=.002) are more agree that they never get disappointed by Benz or BMW.
- In item of “My satisfaction is secured by Benz or BMW” according to respondent groups with income of Less than 1000\$ with (M=4.42 and Sig=.001) and Income of 1001\$-2500\$ with (M=4.18 and Sig=.001) in compare with income group of 2501\$-4000\$ with (M=4.60 and Sig=.000) show that this group put more important and agreement that their satisfaction is met by Benz and BMW.
- Respondent with income Less than 1000\$ with (M=4.47 and Sig=.000) in compare of other income groups included the income of 1001\$-2500\$ with(M=4.33 and Sig=.000) and Income groups of 2501\$-4000\$ with (M=4.40 and Sig=.001) , show that they do more agree to item of “My reaction for this brand toward the advertisement and promotion is interesting”.
- Respondent with income of 2500\$-4000\$ with (M=4.60 and Sig=.000) believe more on the item that “The advertisement and promotion of the brand makes me happy” in compare with other groups of income which are income of Less than 1000\$ (M=4.24 and Sig=.002) and Income group of 1001\$-2500\$ with (M=4.11 and Sig) that show less important to this item which was mentioned above.

Items with lowest significant differences are as follows:

- In the item of “Services in superior method are offered by this brand” all income groups which are described as Less than 1000\$ with (M=4.34 and Sig=.986), income group of 1001\$-2500\$ with (M=4.36 and Sig=.956) and

Income group of 2501\$-4000\$ with (M=4.40 and Sig=.963), show that these groups have neutral and almost same respond to this item and there were no significant differences among them toward the services they get from these brands and they feel satisfied by the service these brands provides for them.

- The item of “Recommending this brand if anyone requests my reasoning” shows that all income group included of 1001\$-2500\$ with (M=4.00 and Sig=0.132) and income group of 2501\$-4000\$ with (M=4.00 and Sig=0.132) have almost the same extent of answer to this item with slightly difference to income level group of Less than 1000\$ with (M=3.84 and Sig=.123).
- In the item of “Great services are obtained by these brands” respondents with income of Less than 1000\$ with (M=4.47 and Sig=.975) and income of 1001\$-2500\$ with (M=4.47 and Sig=.975) indicate the neutral and no significant differences with a slightly different to income group of 2501\$-4000\$ with (M=4.40 and Sig=.956) that this group of income shows just a little differences just with other income groups.
- Group with income of Less than 1000\$ with (M=4.47 and Sig=.689) and income group of 1001\$-2500\$ with (M=4.47 and Sig=.689) show the neutral and no significant differences to the item of “Responding system for complaints behalf this brand is appropriate” which in the following the income group of 2501\$-4000\$ with (M=4.43 and Sig=.698) shows just slightly difference with the two first income groups which was described above.

Table 6: ANOVA Results for Income

| Items | Groups | N | Mean | F | Sig. |
|---|------------------|----|-------|-------|------|
| Buying intention for the brand in future | Less than 1000\$ | 38 | 3.84 | 1.110 | .332 |
| | 1001\$-2500\$ | 78 | 3.111 | | |
| | 2501-4000\$ | 43 | 4.00 | | |
| | | | | | |
| Buying intention for other product of the same brand | Less than 1000\$ | 38 | 4.63 | 7.610 | .001 |
| | 1001\$-2500\$ | 78 | 4.37 | | |
| | 2501-4000\$ | 43 | 4.40 | | |
| | | | | | |
| Considering brand at the priority of my selection for this type of products | Less than 1000\$ | 38 | 4.11 | .567 | .001 |
| | 1001\$-2500\$ | 78 | 4.03 | | |
| | 2501-4000\$ | 43 | 3.40 | | |
| | | | | | |
| Buying the same brand next time of purchasing that product | Less than 1000\$ | 38 | 4.53 | 2.691 | .071 |
| | 1001\$-2500\$ | 78 | 4.45 | | |
| | 2501-4000\$ | 43 | 4.00 | | |
| | | | | | |
| Continuing to keep loyalty on this brand | Less than 1000\$ | 38 | 4.08 | 1.547 | .216 |
| | 1001\$-2500\$ | 78 | 4.23 | | |
| | 2501-4000\$ | 43 | 4.40 | | |
| | | | | | |
| Willingness to pay extra costs for making capable this brand in contest with other brands | Less than 1000\$ | 38 | 3.84 | 1.006 | .368 |
| | 1001\$-2500\$ | 78 | 4.19 | | |
| | 2501-4000\$ | 43 | 4.60 | | |
| | | | | | |

| Items | Groups | N | Mean | F | Sig. |
|---|------------------|----|------|-------|------|
| Buying the same brand if the price goes down | Less than 1000\$ | 38 | 4.26 | 7.543 | .001 |
| | 1001\$-2500\$ | 78 | 4.41 | | |
| | 2501-4000\$ | 43 | 4.20 | | |
| | | | | | |
| Other brands activities do not affect me in buying this brand | Less than 1000\$ | 38 | 4.18 | .451 | .638 |
| | 1001\$-2500\$ | 78 | 4.33 | | |
| | 2501-4000\$ | 43 | 4.00 | | |
| | | | | | |
| Showing optimistic words on this brand for others | Less than 1000\$ | 38 | 4.05 | 1.586 | .208 |
| | 1001\$-2500\$ | 78 | 4.11 | | |
| | 2501-4000\$ | 43 | 4.60 | | |
| | | | | | |
| Recommending this brand if anyone requests my | Less than 1000\$ | 38 | 3.84 | 2.124 | .123 |
| | 1001\$-2500\$ | 78 | 4.00 | | |
| | 2501-4000\$ | 43 | 4.00 | | |
| | | | | | |

| | | | | | |
|---|------------------|----|------|------------|------|
| reasoning | | | | | |
| My expectation can be answered by Benz or BMW | Less than 1000\$ | 38 | 4.85 | 5.088 | .007 |
| | 1001\$-2500\$ | 78 | 4.43 | | |
| | 2501-4000\$ | 43 | 4.40 | | |
| | | | | | |
| Feeling safe in Benz or BMW | Less than 1000\$ | 38 | 4.05 | 3.873 | .023 |
| | 1001\$-2500\$ | 78 | 4.53 | | |
| | 2501-4000\$ | 43 | 5.00 | | |
| | | | | | |
| Never get disappointed by Benz or BMW | Less than 1000\$ | 38 | 4.03 | 8.027 | .000 |
| | 1001\$-2500\$ | 78 | 4.14 | | |
| | 2501-4000\$ | 43 | 5.00 | | |
| | | | | | |
| My satisfaction is secured by Benz or BMW | Less than 1000\$ | 38 | 4.42 | 12.20 | .000 |
| | 1001\$-2500\$ | 78 | 4.18 | | |
| | 2501-4000\$ | 43 | 4.60 | | |
| | | | | | |
| Related to my concerns these two firms respect to what I demand category | Less than 1000\$ | 38 | 3.87 | 2.711 1 | .048 |
| | 1001\$-2500\$ | 78 | 4.38 | | |
| | 2501-4000\$ | 43 | 3.80 | | |
| | | | | | |
| For solving troubles I can trust to Benz or BMW | Less than 1000\$ | 38 | 4.11 | 6.853 | .002 |
| | 1001\$-2500\$ | 78 | 4.37 | | |
| | 2501-4000\$ | 43 | 4.40 | | |
| | | | | | |
| For satisfying me any efforts would be done by Benz or BMW | Less than 1000\$ | 38 | 4.39 | 2.369 | .097 |
| | 1001\$-2500\$ | 78 | 4.28 | | |
| | 2501-4000\$ | 43 | 4.00 | | |
| | | | | | |
| If I encounter many problems regarding to product Benz or BMW never let me down | Less than 1000\$ | 38 | 3.84 | 1.167 | .314 |
| | 1001\$-2500\$ | 78 | 4.05 | | |
| | 2501-4000\$ | 43 | 3.40 | | |
| | | | | | |
| Great services are obtained by these brands | Less than 1000\$ | 38 | 4.47 | 9.777 | .975 |
| | 1001\$-2500\$ | 78 | 4.47 | | |
| | 2501-4000\$ | 43 | 4.40 | | |
| | | | | | |
| Services in superior method are offered by this brand | Less than 1000\$ | 38 | 4.34 | .037 | .963 |
| | 1001\$-2500\$ | 78 | 4.36 | | |
| | 2501-4000\$ | 43 | 4.40 | | |
| | | | | | |
| Best experiences will rise as I buy this brand | Less than 1000\$ | 38 | 4.21 | .029 | .971 |
| | 1001\$-2500\$ | 78 | 4.31 | | |
| | 2501-4000\$ | 43 | 5.00 | | |
| | | | | | |

| | | | | | |
|--|------------------|----|------|-------|------|
| All offers by this brand for the customers make me feel good | Less than 1000\$ | 38 | 4.26 | 5.225 | .006 |
| | 1001\$-2500\$ | 78 | 4.26 | | |
| | 2501-4000\$ | 43 | 4.60 | | |
| | | | | | |
| At all, my relation with the staffs of this brand is extremely good | Less than 1000\$ | 38 | 4.37 | .720 | .488 |
| | 1001\$-2500\$ | 78 | 4.37 | | |
| | 2501-4000\$ | 43 | 5.00 | | |
| | | | | | |
| I would say that the quality of my interaction with this brand's employees is high | Less than 1000\$ | 38 | 4.11 | 3.139 | .046 |
| | 1001\$-2500\$ | 78 | 4.29 | | |
| | 2501-4000\$ | 43 | 4.60 | | |
| | | | | | |

| | | | | | |
|--|------------------|----|------|------------|------|
| The environmental physical concept of this brand is the best in its manufacturing. | Less than 1000\$ | 38 | 4.13 | 2.478 | .087 |
| | 1001\$-2500\$ | 78 | 4.25 | | |
| | 2501-4000\$ | 43 | 5.00 | | |
| | | | | | |
| Environmental physical is ranked super by me | Less than 1000\$ | 38 | 4.37 | 4.819 | .009 |
| | 1001\$-2500\$ | 78 | 4.25 | | |
| | 2501-4000\$ | 43 | 5.00 | | |
| | | | | | |
| Responding system for complaints behalf this brand is appropriate | Less than 1000\$ | 38 | 4.47 | 4.760 | .689 |
| | 1001\$-2500\$ | 78 | 4.47 | | |
| | 2501-4000\$ | 43 | 4.43 | | |
| | | | | | |
| Employees of this brand interact positive toward complaints of customers | Less than 1000\$ | 38 | 3.92 | 6.650 | .002 |
| | 1001\$-2500\$ | 78 | 4.07 | | |
| | 2501-4000\$ | 43 | 3.40 | | |
| | | | | | |
| My reaction for this brand toward the advertisement and promotion is interesting | Less than 1000\$ | 38 | 4.47 | 17.52 2 | .000 |
| | 1001\$-2500\$ | 78 | 4.33 | | |
| | 2501-4000\$ | 43 | 4.40 | | |
| | | | | | |
| Feeling good to advertisement and promotion for this brand | Less than 1000\$ | 38 | 3.80 | .572 | .566 |
| | 1001\$-2500\$ | 78 | 4.80 | | |
| | 2501-4000\$ | 43 | 3.98 | | |
| | | | | | |

| Items | Groups | N | Mean | F | Sig. |
|--|------------------|----|------|-------|------|
| Advertisement and promotion of the brand is pleasant | Less than 1000\$ | 38 | 4.21 | 2.496 | .086 |
| | 1001\$-2500\$ | 78 | 4.46 | | |
| | 2501-4000\$ | 43 | 4.40 | | |
| | | | | | |
| The advertisement and promotion of the brand have good results | Less than 1000\$ | 38 | 4.09 | 4.853 | .010 |
| | 1001\$-2500\$ | 78 | 4.41 | | |
| | 2501-4000\$ | 43 | 4.60 | | |
| | | | | | |
| The advertisement and promotion of the brand makes me happy | Less than 1000\$ | 38 | 4.45 | 7.853 | .001 |
| | 1001\$-2500\$ | 78 | 4.11 | | |
| | 2501-4000\$ | 43 | 4.60 | | |
| | | | | | |
| The advertisement and promotion of the brand makes me interested | Less than 1000\$ | 38 | 4.24 | 3.197 | .044 |
| | 1001\$-2500\$ | 78 | 4.35 | | |
| | 2501-4000\$ | 43 | 5.00 | | |
| | | | | | |

5.6 Regression Analysis

Before regression analysis was conducted, correlation coefficients were computed in order to observe the linear correlation between the variables. In table 16, results showed that correlation between variables exists that this level of significance is less than 0.01.

Table 7: Correlations Matrix

| | | BL | BT | SQ | BC |
|--------|---------------------|--------|--------|--------|----|
| B L | Pearson Correlation | 1 | | | |
| | Sig. (2-tailed) | | | | |
| B T | Pearson Correlation | ,815** | 1 | | |
| | Sig. (2-tailed) | ,000 | | | |
| S Q | Pearson Correlation | ,780** | ,847** | 1 | |
| | Sig. (2-tailed) | ,000 | ,000 | | |
| B C | Pearson Correlation | ,701** | ,666** | ,633** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | |

Where: BL= Brand Loyalty, BT=Brand Trust, SQ=Service Quality, BC=Brand Communication.
**correlation is significant at the 0.01 level (2-tailed).

Regression Analysis was performed to examine the relationship between brand loyalty and its determinants, as shown in Table 8. The regression model for the study is as follows:

$$BL = c + b_1BT + b_2SQ + b_3BC + u$$

Where BL= Brand Loyalty, BT=Brand Trust, SQ=Service Quality, BC=Brand Communication, c = vertical intercept, b1, b2, b3, b4, and b5 are coefficients of predictors and u is unexplained part.

Table 8: Regression Model Summary

| Dependent variable | Brand Loyalty | | | | | |
|---------------------|---------------|-------|--------|---------|--------|------|
| | Predictors | Beta | t-stat | p-value | f-stat | Sig. |
| BrandTrust | .429 | 5.185 | .000 | 38.532 | .000 | .727 |
| Service Quality | .256 | 3.205 | ..002 | | | |
| Brand Communication | .254 | 4.455 | .000 | | | |

The estimated results can be revealed that three predictors have significant positive effect on brand loyalty. These positive relations can be described as follows using estimated coefficients: A change of 1% in Brand Trust affects BL by 43.9 %, $\beta = .429$, $t = 5.185$, $p < .000$. A change of 1% in Service Quality affects BL by 25.6 %, $\beta = .256$, $t = 3.205$, $p < .002$ and A change of 1% in Brand Communication BL by 25.4%, $\beta = .254$, $t = 4.455$, $p < .000$. R^2 gives a ratio of .727 which means that the variation in brand loyalty explains about approximately 73% of the changes in the effects of the brand trust, service quality and brand communication. The result also shows that 27 % of any alteration in brand loyalty could be described through other factors that are

not listed in this research. In addition, the F-statistics outcome show that ($F = 38.532$, $p < .000$). The model was found to be overall statistically significant for this research at 1%. Table 18 indicates the thesis research questions and whether they are supported based on hypotheses.

Table 9: Research questions Summary

| Research questions | |
|---------------------------|--|
| 1) | Are there significant differences between men and women on customer's perception in car choice? (Independent t-test-Supported) |
| 2) | (RQ3) Are there significant differences among job status on customer's perception in car choice? (One way Anova test-Supported) |
| 3) | Are there significant differences among income levels on customer's perception in car choice? (One way Anova test-Supported) |
| 4) | Does brand trust have a significant effect on brand loyalty? (Regression Analysis) |
| 5) | Does service quality have a significant effect on brand loyalty? (Regression Analysis) |
| 6) | Does brand communication have a significant effect on brand loyalty? (Regression Analysis) |

Chapter 6

CONCLUSION, IMPLICATIONS AND RECOMMENDATIONS

6.1 Conclusion

In summary, this study investigated the macro environment, firm specific issues and industry context in the light of customer brand loyalty and car buying decisions in a detailed and comprehensive approach. However, in considering customer loyalty in the automobile industry, several other elements must be taken into account especially considering the industry is highly competitive. On the bright side, Mercedes and BMW are leading brands in the industry hence, they enjoy a greater level of economies of scale. Also, these companies have solid and reputable brand names. What remains is for the companies is to adapt to market changes in order to maintain a competitive edge over other competitors in the industry.

Frequency analysis of demographic data showed that out of 159 respondents, 30% (n=48) were females 70% (n=111) were males. In order to determine if there exist any statistically significant differences between male and female groups regarding each of thirty items in questionnaire, Independent sample T-test statics was carried out.

There were no insignificant differences for the four items below:

- 1- Showing optimistic words on this brand for others.
- 2- Related to my concerns, these two firms respect what I demand.
- 3- All offers by this brand for the customers make me feel good.
- 4- Response system for complaints on behalf of this brand is appropriate.

The undertaken T-test results revealed that statistically significant differences exist between female and male respondents regarding their perception towards each given item.

Male respondents partially agree on items below while Female respondents were being slightly neutral:

- Considering this brand, is at the priority of my selection for this type of products.
- Willingness to pay extra costs for making capable this brand in contest with other brands.
- Other brands activities do not affect me in buying this brand.
- For solving troubles, I can trust to Benz or BMW.

Men respondents quite disagree over the below items while women respondents were neutral about them:

- The environmental physical concept of this brand is the best in its manufacturing.
- Related to my concerns, these two firms respect what I demand
- Considering this brand, is at the priority of my selection for this type of products.
- Buying the same brand if the price goes down

- Related to my concerns, these two firms respect what I demand.
- Advertisement and promotion of the brand is pleasant.

Both male and female respondents disagree on the subsequent items. However, they differ in the degree of this disagreement. Male respondents strongly disagree whereas females somehow partly disagree on them:

- Buying intention for other product of the same brand.
- Buying the same brand next time of purchasing that product.
- The advertisement and promotion of the brand makes me happy.
- Recommending this brand if anyone requests my reasoning.

Both Female and Male almost agree that their expectations and request would be answered by these brands. Females were more neutral about the advertisement as well as the promotions that these brands have for their customers. In the following we can see men put much more importance and agree with the service quality they get from these brands and how staff communicate with them when their demands are revealed. In addition it should be mentioned that females agree that the environmental physical concept of this brand is the best in its manufacturing in comparison with males that were almost disagree about this item.

For investigating the potential differences between our respondents' subset groups, which are Job Status, Income Level, Analyses of Variance (ANOVA) Test was carried out.

ANOVA results show that for the selected three job status groups there are significant differences for items blow:

- Best experiences will rise as I buy this brand” that it shows the significant differences between these groups. (Business owners were more agree with highest M=5.00).
- Related to my concerns these two firms respect to what I demand. (Student with M=2.78 were more agree).
- The advertisement and promotion of the brand have good results. (Students with high M=4.39 were more agree).
- Advertisement and promotion of the brand is pleasant. (Business owners had high M=5.00 that indicates they are more agree on this item).

Furthermore, there were no significant differences for the items blow:

- Buying the same brand next time of purchasing that product.
- Great services are obtained by these brands.
- My reaction for this brand toward the advertisement and promotion is interesting.
- Buying intention for the brand in future.

In the items above we can conclude that all respondents in these different groups (Students, Workers and Business Owners) had the same extent of agree toward these items that no significant differences were observed according to the results, although some results showed slightly differences but these values were not that much to effect on the analysis and conclusion.

ANOVA results for income levels on different groups show that for these group, there were significant differences for items below:

- I never get disappointed by Benz or BMW. (Income level of 2501\$-4000\$ with highest M=5.00 were more agree)
- My satisfaction is secured by Benz or BMW. (Income group of 2501\$-4000\$ with highest M=4.60 indicate more agreement on this item)
- My reaction for this brand toward the advertisement and promotion is interesting. (Income group of Less than 1000\$ with highest M=4.47 indicate more agreement on this item).
- The advertisement and promotion of the brand makes me happy. (Income level of 2501\$-4000\$ with highest M=4.60 were more agree).

And following items show that there were no significant differences among these items:

- Services in superior method are offered by this brand.
- Recommending this brand if anyone requests my reasoning.
- Great services are obtained by these brands.
- Responding system for complaints behalf this brand is appropriate.

Above mentioned items imply that among these groups of different incomes all respondent had the same extent and almost the level of agreement toward these items although there were slightly differences but there were not that much to effect on our results and analysis.

6.2 Future Recommendations and Implication of the Study

With globalization paving a way for countries to trade and interact with each other, it is worthy of note that the automobile industry in North Cyprus is also faced with strong competition from markets both inside and outside the country. Thus,

marketers and sales professionals should note how various customers perceive brand loyalty and what factors influence or enhance its growth.

From administrative and management perspective, they can:

- Marketers need to emphasize and capitalize on the dimensions of brand loyalty considering many factors have emerged as predictors of consumer loyalty to a brand.
- There is a vital need for effective interaction between customers and employees and marketers have to ensure this is taken seriously.
- Managers must ensure that services promised are delivered at the promised time especially in a customer's first encounter as this will help in building a powerful tie with the brand thus increasing brand trust, a relevant factor in increasing future sales.
- Employees should make customers feel safe when making any decision in purchasing a car and must show empathy i.e. taking interest in solving the customer's problem and effectively listening to customers' voice in terms of suggested changes to products which will help in truly satisfying the customer's needs.

Also, senior management should put much concentration on how good a service is delivered to customers and the way that the firm is communicated with all clients are important to hear their demands and what they expect from the brand to remain loyal to the same brand as well as the customer's perception toward the products of the same brand should always be positive to assure them all the time even in future they can still choose the brand that they always have good image in their mind as the first choice in market, consequently , they advise and persuade others to select the brand

they had always good experiences and feelings to it which was desired and the extent of the importance that business owners ,students and workers had to these items in our study with some differences in their perception on items.

6.3 Limitations of the Study

This study like other researches inevitably was faced with various limitations. First, this research is a small-scale study which focuses only on one city (Famagusta) in North Cyprus. However, this is essential to establish more studies and extend it into other locations and universities in other towns and countries and in much greater depth.

Second, only two brands were considered here in investigating loyalty. Future researches can be done with other car brands like Hyundai, Toyota and Ford.

Thirdly, for future research other variables can be considered when evaluating brand loyalty based on people living in different regions globally.

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APPENDIX

Questionnaire

Respected Respondent

It is required that participants take part in our survey that is contrived about Customer's perception Brand Loyalty on brand trust, service quality and brand communication when cars are bought in Northern part of Cyprus. Within this survey, I want to examine some important issues on consumers' Brand Loyalty, trust, service quality, and brand communication to the brands, precisely BMW and Mercedes Benz.

Answer the question according to the Likert Scale that ranges from 1 to 5 that has direction on total evaluation and responding to the questions just takes 10 or 15 minutes. The fully correct and your honest answers helps us to reach the point which is required for the main object of this study.

Thank you for spending time on this survey.

I. The following ranges are assigned to the extent of your answer to the specific question/

- (1) Strongly disagree
- (2) Disagree
- (3) Undecided
- (4) Agree
- (5) Strongly agree

ID Determinants of customers' Brand Loyalty on the cars' brands.

LIKERT'S SCALE

Brand Loyalty

1. Buying intention for the brand in future 1 2 3 4 5
2. Buying intention for other product of the same brand 1 2 3
4 5
3. Considering brand at the priority of my selection for this type of products 1
2 3 4 5
4. Buying the same brand next time of purchasing that product 1 2
3 4 5
5. Continuing to keep loyalty on this brand 1 2 3 4 5
6. Willingness to pay extra costs for making capable this brand in contest with
other brands 1 2 3 4 5
7. Buying the same brand if the price goes down 1 2 3 4
5
8. Other brands activities do not affect me in buying this brand 1 2 3
4 5
9. Showing optimistic words on this brand for others 1 2 3 4
5
10. Recommending this brand if anyone requests my reasoning 1 2 3
4 5

Brand Trust

11. My expectation can be answered by Benz or BMW 1 2 3 4
5
12. Feeling safe in Benz or BMW 1 2 3 4 5

13. Never get disappointed by Benz or BMW 1 2 3 4 5
14. My satisfaction is secured by Benz or BMW 1 2 3 4 5
15. Related to my concerns these two firms respect to what I demand 1 2
3 4 5
16. For solving troubles I can trust to Benz or BMW 1 2 3 4
5
17. For satisfying me any efforts would be done by Benz or BMW 1 2
3 4 5
18. If I encounter many problems regarding to product Benz or BMW never let
me down 1 2 3 4 5

Service Quality

19. Great services are obtained by these brands 1 2 3 4 5
20. Services in superior method are offered by this brand 1 2 3
4 5
21. Best experiences will rise as I buy this brand 1 2 3 4 5
22. All offers by this brand for the customers make me feel good 1 2
3 4 5
23. At all, my relation with the staffs of this brand is extremely good 1 2
3 4 5
24. I would say that the quality of my interaction with this brand's employees is
high 1 2 3 4 5
25. The environmental physical concept of this brand is the best in its
manufacturing. 1 2 3 4 5
26. Environmental physical is ranked super by me 1 2 3 4
5

27. Responding system for complaints behalf this brand is appropriate 1 2
3 4 5
28. Employees of this brand interact positive toward complaints of customers 1
2 3 4 5
- Brand Communication 1 2 3 4 5
29. My reaction for this brand toward the advertisement and promotion is interesting 1 2 3 4 5
30. Feeling good to advertisement and promotion for this brand 1 2 3
4 5
31. Advertisement and promotion of the brand is pleasant 1 2 3
4 5
32. The advertisement and promotion of the brand have good results 1 2
3 4 5
33. The advertisement and promotion of the brand makes me happy 1 2
3 4 5
34. The advertisement and promotion of the brand makes me interested 1
2 3 4 5

II. STAGE

Ages

18-27 ()

28-37 ()

38-47 ()

48-57 ()

Education Level

Primary School ()

Secondary./ High School ()

2 year technical school ()

University and over ()

Gender

Male () Female ()

Job status

Student () Civil Servant () Worker () Business owners ()

Work Experience

1 - 4 years () 4 - 7 years () 7 - 10 years () More
than 10 years ()

Your monthly income

Less than 1000\$ () 1001-2500 \$ () 2501-4000\$ ()
more than 4001\$ ()

Important Note: This questionnaire has been modified by employing the following
articles

Cemal Zehir et al (2011) and Dust and Askarzade (2013)