Report On

Brand Attributes That Leads to Increase in Brand Loyalty

By

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16104008

An internship report submitted to the BRAC Business School in partial fulfilment of the requirements for
the degree of
Bachelor of Business Administration

BRAC Business School
BRAC University
April 2020

Declaration

It is hereby declared that

1. The internship report submitted is my own original work while completing degree at BRAC University.

2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.

3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.

4. I have acknowledged all main sources of help.

Student's Full Name & Signature:

_____
Farha Adiba Hoque
16104008

Supervisor's Full Name & Signature:

_____
Mr. Feihan Ahsan
Lecturer, BRAC Business School
BRAC University

Letter of Transmittal

Mr. Feihan Ahsan

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Internship report submission on "Brand Attributes that Leads to Increase in Brand Loyalty"

Dear Sir,

With immense pleasure I would like to inform you that I have prepared my internship report on "Brand Attributes that Leads to Increase in Brand Loyalty". The report is a part of the requirement for completion of my undergrad.

Preparation of the report incorporated quite the amount of challenges and hindrance. Although, I tried to overcome every aspects of the hardship to deliver a proficient report on my workings.

I tried my best level to convey the required materials for my internship report. Kindly accept my humble effort and thank you for providing me with the opportunity to submit my report to you. Would be very much open for further detailed explanation if required.

Sincerely yours,

_____

Farha Adiba Hoque

16104008

BRAC Business School

BRAC University

Date: April 30, 2020

Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between KANTAR and the undersigned student at BRAC University ………………………………….

Acknowledgement

With the blessing of Almighty Allah, I have completed my internship report.

Would like to convey gratitude and appreciation for my internship advisor Mr. Feihan Ahsan. Who tried to guide me with support and advices to make this report worthy of getting submitted this semester.

I would also like to share my thankfulness to KANTAR and my Client Services team, mostly my supervisor for immensely helping me to gather the information required for report making. Not only that, they encouraged me to stay positive and motivated me to be proactive to gain useful practical field knowledges.

Executive Summary

Bangladesh is a lucrative market for any industry to flourish in. This encourages companies to invest in the market knowing the growth rate and population of the country is key driver for investment. Markets in Bangladesh is now popularized by with innovative products which are offering to unique needs of the customers. On the other hand, the necessity products are also thriving. All the products available in the market is either well known or heard of. KANTAR being one of the leading market research company tends to work with mostly the branded companies. Where they provide offerings like Brand Guidance, Ad Hawk research designed to measure the acceptance and existing ability of the brands. One of the key clients of KANTAR is Bata who has a very lasting relationship with the company. Association with research company helps brand like Bata to understand the dynamic market and its situation and being able to measure its acceptance and loyalty towards the brand by the customers. Similarly, the existence of other branded shoes is also very popular in the market. Looking into that showed that people are fonder of buying branded shoes rather than local. Here comes the research question that what influences them to buy and make them loyal. This instigated the purpose to gather knowledge that what leads to increase in brand loyalty for shoes. Therefore, having a certain idea what makes people loyal to brands. The report contains the research done on loyalty for branded shoes. Few brand attributes were taken in to consideration for the research. Throughout the research the brand attributes and loyalty of customer was measured. Providing evidence on how well they are connected to the research model and testing the hypothesis developed. The research conducted would help break the usual tendency of believing that a particular attribute drives to loyalty. There are also given recommendation in order to help marketers increase the loyalty for their products among the customers.

Keywords: Shoes; Research; Loyalty; Market; Customer.

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List of Acronyms

UK   United Kingdom

FMCG   Fast Moving Consumer Goods

ROI   Return on investment

IT   Information Technology

CFO   Chief Financial Officer

CEO   Chief Executive Officer

PO   Purchase Order

HR   Human Resource

CLT   Central Location Interviewing

KMO   Kaiser- Meyer- Olkin

Chapter 1

Overview of Internship

Internship allows a student to be effective in the real field with the amount of knowledge gained from the theories learned in an institute. To share the experience and the lessons learnt, the journey with KANTAR Research Bangladesh Pvt limited was astounding. The experienced helped me to shape myself and prepare for the real world business communication, teamwork and to handle the workload pressure which is driven by strict deadlines. Being associated with a multinational research company it allowed not only to communicate with local associated also create liaison with the foreign associates. Besides, having an in depth look towards the market research industry was also very striking. Allowing to deal with customer centric reviews and interviews helped me to analyse the customer consumption behaviour. Overall, the experience and the knowledge gained within a short period of time was incredible. It is very much evident to me that the knowledge achieved would surely aid in my future occupation.

1.1 Student Information

- Name: Farha Adiba Hoque

- ID: 16104008

- Program: Bachelor of Business Administration

- Major: Marketing

1.2 Internship Information

1.2.1 Period, Company Name, Department/Division, Address

- Internship period: 03 months

- Company Name: KANTAR Research Bangladesh Private Ltd

- Department: Client Service

- Address: South Breeze Centre, building no.5, 8th and 10th floor, Road no.11, Dhaka-1213

1.2.2 Internship Company Supervisor's Information: Name and Position

- Supervisor Name: Prottoy Rano Mesbah

- Supervisor Position: Account Director of Client Services

1.2.3 Job description

In KANTAR research Bangladesh, one of the most important divisions is the insight division that deals with the client queries and solution. The main role is to have good understanding regarding the client needs and providing a well-executed business plan or solution for effective consultancy. Other than this, preparing research instruments was also a crucial job. This mostly included making research proposal for the clients according to their needs, drafting target sample unit and applying for purchase order (PO) in order to conduct the research according to the suggested measures given to the clients. The team under the insight division is Client Service (CS). The main functionality or the role of the CS's job is making in depth interpretation of the data's and analysing them. Report preparation and presentation is also included in the job role. Further, coordination with the project manager and other internal stakeholders is also a part of the job. Lastly, a candidate is also expected to go out of their designated division and work for other relevant assignments by the line manager pro-actively.

1.3 Internship Outcomes

1.3.1 Contribution to the company

Majoring in Marketing allowed me to incorporate my academic knowledge to the real field was stimulating. The knowledge gained from academic studies was very much relevant with the jobs or day to day activities that I was assigned with. The marketing course "Research Methodology" helped to obtain the basics which are why Kantar did not have to provide basic knowledge of their workings. I tried to show my effectiveness my working fluently over Microsoft Excel, Word, PowerPoint Slick slides and IBM SPSS. Creation of the report and visualizing them were major deliverables. Therefore, my knowledge in Power Bi and PowerPoint aided me to deliver the given tasks actively. The most significant contribution was to assist in making the research proposal for the clients from the scratch. Coming up with the relevant contents and the key points required were particularly set by me.

1.3.2 Benefits to the student

Kantar Research Bangladesh Private Ltd has an exceptionally friendly working environment allowing mingling and sharing thoughts effortlessly. Besides friendly environment, the nature of the working environment also pushes every employee to work diligently and relentlessly in order to meet the need of the clients and be productive. The allowance provided by KANTAR is also quite exceeding comparing to the other service companies in Bangladesh. The working hours is flexible allowing to complete works form home even if being physically present is not possible by the candidate. However, interns are quite discouraged to do this if not unavoidable circumstances occur. The most significant benefit from the company is one can truly gain experience of the market if they are interested in the market research. Real time information and dealing with the potential clients will eventually make one a flourished candidate. The amount of knowledge and interest gain from the company is the highest

ranking of benefit for a student. Besides, KANTAR is an appreciable place to increase the skills of teamwork, communication, critical thinking, decision making, and leadership and project scheduling. Working in a corporate environment also helped nourish life to come into a proper routine. This helps a student to structure their everyday according the works and deadlines.

1.3.3 Difficulties/ Challenges faced

- The main challenge was the time period. Only three months being assigned in order to prepare an internship report. Also, one has to learn all the operations and functionality of the company and work according to the company structure. Therefore, in depth knowledge of every function somehow lacks.

- Working in a corporate culture and abiding by the long shifts of working was a shock. This is because till undergrad, students do not have the responsibility to remain in a place for working actively or delivering the works that the supervisors or line managers are providing.

- Maintain different clients at the same time and making different proposal according to the client's need was hectic as the research proposals where quite similar but the attributes where very much differentiated. Therefore, understanding the technical terms and the differentiated client needs was quite challenging to deal with.

1.3.4 Recommendation to the company

This part describes the area of improvements that KANTAR can take into account while dealing with the new recruiters or interns. Below, some of the aspects are discussed which I confronted while working as an intern in KANTAR Research Bangladesh Private LTD.

- The first recommendation to KANTAR based on my experience is to provide a focused supervision to the interns or new recruited employees. It was experienced that the permanent employees of the company are very much indulged with their own workings that they sometimes used to take no notice of my work.

- For the welfare of the interns they should abide by the working hours stated while the joining procedure. It was seen that that the full-time employees are so much engaged with their scheduled work that they tend go beyond their extended time. Also, expecting the interns to stay late.

- In order to keep the employees for longer hours and maintain a flexible working hour KANTAR should provide transport facilities so that the safety of the employees is taken into account.

Chapter 2

Overview of Organization

2.1 Introduction

In an era where competition is fierce and every company of different or similar industry are thriving at the edge, is looking for opportunities to strengthen their standing or establishment in the market. Every organization or company is now keen to learn by asking questions like if their business is generating the amount of profit they are targeting or achieving its goals in the process to long term. They are eager to understand and realize the lacking being face in the competitive market. Here, is the place where a market research firm comes in and plays a significant role in bridging the gaps and helping and assuring the companies that they are on

their track. A market research company tries to deal with the problems and provide effective solutions according to the companies need. It helps companies get a clearer picture of the problem and examine the needs being harvested by the customers in the market. A research company also advantages with well-defined consultancy which helps with making a better and effective business plan. Today, market research analysis is benefitting both large- and small-scale businesses, showing them the market positions and finding in both qualitative and quantitative assessment.

2.1.1 Methodology

The information collected for the overview of the company was solely based on secondary research. KANTAR Bangladesh Private Ltd does not have any information available for the local country. However, they have a repository called "The Source" which holds all the information about KANTAR mission, vision, values, operation, function, division and policies. Besides, they have their own documentary online platforms where one can learn further from their regional team members and leader. This is only also accessible by the employees.

For the collection of information, I also approached my Chief Executive Officer (CEO) and other division heads to enlighten me further about their day to day activities.

2.1.2 Scope of the Overview

When it comes to giving theoretical knowledge from the real-world field, internship plays a very impactful role in it. This opportunity enabled me to further know about the research companies. How they operate, behave and conduct research for the clients. The study further enlightened me with the job position clarification and how well they are organized to better

perform in the system. KANTAR has a hierarchy, but the autocratic tendency is not evident. Every employee is given the right to share their opinions. Analysing the divisions and working for client service helped me broader my knowledge and increase my area of interest. So, the research company's behaviour and actions are discussed in this chapter.

2.1.3 Limitation

The limitation of collecting the information on KANTAR was that they do not have any website or manual annual booklet from where information can be gathered. Also, part time employees are not given the access to the repository online platform where all information about the company is kept. The information collected from the secondary resource was bit vague which required further clarification from the team leads and the division heads. The process of adapting the information from the heads of KANTAR on one to one basis was hectic and time consuming. This is because as they are quite huge the number of divisions are also few in number. Also, some information was strictly prohibited for disclosure like the financial and marketing activities. Therefore, the report fails to describe the financial and marketing activities of KANTAR.

2.2 Overview of the Company

KANTAR is a consultancy and data-based market research firm that provides insights and innovation to customers' business plan. Their actions are spotted worldwide with more than satisfactory level of recommendation. KANTAR started its journey in 1992 portraying themselves as data, insights and Consultancy Company. KANTAR operates in more than 100 countries with around 30,000 employees making every work worth. The way in which they

perform their research is based on social media monitoring, household planner, consumer shopping behaviour and measuring the effectiveness of the advertisements.

WPP is the mother company of KANTAR and its global headquarter is in LONDON, UK. Till 2019, April the KANTAR Group was isolated but later it was transformed to indulge the KANTAR TNS, KANTAR Millward Brown and Kantar Worldpanel in to making it one single brand KANTAR. Eric Salama became the face of the company globally.

To describe the former brands, KANTAR Consulting only existed to provide added value to KANTAR Retail and the sectors of marketing and sales consultancy. Another brand-named KANTAR Health was giving prime focus serving the diagnostic and pharmaceutical industries. Then comes KANTAR IMRB solely responsible for market research, survey and consultancy for businesses. KANTAR IMRB's goal was to provide both public and customized data services. On the other hand, KANTAR Millward Brown was the agency for advertising and market communication which also dealt with media and brand research.

2.2.1 Operations of KANTAR in Bangladesh

To talk about KANTAR's existence in the Bangladesh market, they started operating in 2002 as MRB International (IMRB) which was later recognized and stated only as KANTAR Bangladesh Private Limited. They became one of the leading market research and consultancy organization in Bangladesh. Also, KANTAR Worldpanel is the most executed division targeting the Fast Moving Consumer Conglomerate (FMCG). Now, the Worldpanel of KANTAR is mostly active and it operates by tracking the purchase rate for more than 40 FMCG's that are operating in Bangladesh market. The categories include personal care, home care, food and beverage. All these categories are covered both in urban and rural areas of

Bangladesh allowing the marketers to see the bigger picture about consumers take about them and their buying behaviour and pattern.

KANTAR Worldpanel Bangladesh covers more than 5000 households around the country which generates insights and information that aids for better brand and marketing understanding. It consists of 53 categories presently from toiletries to snacks and others. KANTAR Worldpanel being incorporated with Bangladesh Market is enhancing the value of market data which is now available to every local company as well as the multinationals.

2.2.2 KANTAR Mission, Vision and Value

KANTAR Vision: "To be a brand that inspires success. We want to inspire success in your business by bringing consumer and shoppers insights to the heart of your decision-making process. We also want to inspire success in our people, by becoming unique place to develop talent".

KANTAR Mission: Collaboration, Creativity and Innovation

"The end we continue to seek is actionable joined-up insights, told in creative ways that inspire our clients to act; and real-time quality data which can be used to make good business decisions fast".

KANTAR Values: 5 core values

- Curiosity- "We are naturally fascinated and curious about people and their behaviour; we take time to really understand them, based on fact rather than speculation".

- Precision- "We are the eyes and ears of consumers and shoppers because everything we know is rooted in accuracy and fact. So, when we inspire you with new insights you have the reassurance that they are hardwired to reality".

- Courage- "We have the courage to have a point-of-view and to be influential in your success. We are committed to being proactive so we can contribute to this success and to the everyday lives of your customers".

- Imagination- "Our knowledge and insights enable you to view the world differently and consider brave actions that can inspire more success for your business".

- Together- "Both within our company and externally with our clients, we believe in working together as one. We listen to you to understand your business, ambitions, concerns and opportunities to help you get the most from your brands".

2.3 KANTAR Offers

1) Analytics practice

❖ With the analytics approach KANTAR brings forward over 1500 data scientists' consultants, technologists and designers together in a particular community or platform. The analytics provide supports of the expertise and help deliver the core offers of KANTAR all over the division of KANTAR.

❖ The practice area includes:
- ➢ Brand and Marketing ROI
- ➢ Brand strategy and innovation analytics
- ➢ Content analytics
- ➢ Customer analytics
- ➢ Data strategy and democratization

2) Growth platform

❖ This is the offer which is most important and potential offer made to the list of KANTAR's clients. The offer enables the clients to understand every aspect of the human purchase behaviour and turn those into actionable insights

❖ The platform includes

➢ Holistic Brand Guidance- provides clients with continuous brand campaign measurements to help them make better decisions, using those data to uncover meaningful insights and resources to capture trends and optimize and improve the performance.

➢ Worldpanel Plus- measures real household purchasing behaviour and intensions. It tracks both online and offline shopping traits in grocery or non-grocery stores in real time.

➢ KANTAR Market place- if it is an online platform for delivering and collecting information then KANTAR can promptly collect wide range of data. It also includes wide range of solutions for the best serve of the clients.

➢ Analytics- this combines technology and data to create and add added value to the brand with in depth human understanding and knowledge.

➢ Cross media audience- by this offer KANTAR measures the television and digital video audiences across all displays.

➢ Trade optimization- it is designed focusing on the FMCG's to help them unlock growth and efficiency through a smarter measure for promotional activities and investments and also sales execution. There is significant software to run the

operation known as "TO" software that manages all the aspects from analysis to operations planning for the FMCG's.

3) Consulting

❖ The consulting offers organization or KANTAR clients to drive and sustain growth through some capabilities. They include:

➢ Advisory

➢ Data insight platform

➢ Technology solutions

Besides the above mentioned offers Health, Insight, Media and Profiles are also the spaces offered by KANTAR for the effectiveness of their client's existence.

2.4 KANTAR's Division

Today, all the brands of KANTAR are under a specific brand rather than country specific brands. Therefore, all the specific brands are seen as KANTAR brand only. All the divisions of KANTAR are existing for making deeper understanding of people and their behaviour.

- Health- KANTAR Health delivers consultancy and research specializing on their patient and consumers, providing them meaningful insights. The agency works for health care consultancy, pharmaceutical and biotech companies.

- Consulting- consultancy offer of KANTAR provides several creative and analytical functions covering sales, retail, ecommerce, how customers think, behave, live and buy. All these leads to meaningful data.

- Media- KANTAR Media helps to get a better understanding about the media audiences and their connection with associated brands. Core areas include providing full-fledged tracking advertisements of different source. Measuring the audience of every platform and acknowledge the reach of the commercial content. Also, providing

corporate with measures of primary research and brand coverage to help corporate have better understanding of their standing.

- Worldpanel- figures out the capabilities of the corporate of FMCG to attain growth by monitoring the shoppers buying behaviour on a regular basis.

- Insights- one of the chief divisions of KANTAR.

  There are four important strategies for the insight division.

  Those include preference, performance, platform, and people.

  The **preference** includes everyday disciples and brand tracking. **Performance** includes the holistic brand guidance and **platform** comprises with increasing automation to maximize and use the tools for investing in data generation for **people**.

Across insight division there are six major domains besides the strategies.

The domain includes_

- Brand

- Innovation

- Creative

- Media

- Commerce

- Customer experience

Each domain answers to specific question of the clients. For instance, if the question is **what to stand for in order to grow** then the domain that would be used is brand guidance. For Innovation, the question might be **how to disrupt and renew**. For Creative and Media, it would be **how to connect with people**. And lastly, **how to win**

with shoppers and customers is answered by the domain of commerce and customer experience.

The insight division is divided into qualitative and quantitative, where dedicated experts and champions of both teams work and provide research analysis and insights to respond to the client's business needs.

- Public- public division of KANTAR works for National Statistics, deliberative dialogue and longitudinal studies. KANTAR also anticipate political advisory services to help leaders make right decisions by portraying evidence from the researches. They also incorporate in political polling and election research with pre-election, voting intention and post-election research and analysis.

2.5 KANTAR's functions

KANTAR comprises of 5 functions that encompass globally for every other brand under the group in over 100 countries. The unity and consistency is maintained throughout the world. The five main functions are listed below as sub chapters.

2.5.1 Technology

KANTAR technology has a small global team which incorporates and operates with 900 handful members working in different division based teams and providing support for KANTAR to deliver its services effectively. The goal of KANTAR technology is to support growth, while simultaneously developing, supporting and promoting efficient systems that enables all KANTAR employees to be increasingly productive. The tech department is also supported by its mother company WPP and IBM for providing premium IT infrastructure.

Last year of March according to KANTAR's Global Infrastructure Report they have mentioned that they now have an infrastructure that left the previous year's sophisticated

update and updated themselves further for being better at their service. Also, the updating of the systems is done every year to maintain the effectiveness as technology working at its full capacity is very much major for KANTAR

The updating they did in 2019 were_

- Data centre exits- moved away from locally maintained facilities to more industry established data centres with capabilities of hosting. This improved the facility levels and resulted in fewer blackouts of systems.

- Server and storage- started using cloud storage which enabled with greater capacity of private storage and reduced the necessity of maintaining, expanding and physically backing up data. Windows 2003 was included as the removal of old technologies

- Network- replaced the system to global telephony platform solutions rather than local telephony solution. The WIFI network was also increased with serving better availability, quality and coverage.

- Security- security is one of the most important aspects for KANTAR as they deal with sensitive data of the clients. Therefore, the infrastructure was further upgraded to get rid of viruses or malware and have secure file transfer service.

- Identity and access management- multifactor authentication was introduced to the Office 365 for protecting the data and mobile device management.

- End users- upgraded all PC's to Windows 10 and replaced all the old laptops which were older than four years. Intended PC encryption was involved, including in new Office 365 tools, One Drive, IBM managements Suite to ensure all laptops are up to date and patched.

2.5.2 Finance

The purpose of establishing the financial policy is to maintain the procedure for accounting and reporting of intercompany. The intercompany financial policy is relevant to every other units of KANTAR. It is the responsibility of the local, regional and worldwide CFO's / Finance Directors / Controller stated in the policy book. Each unit is expected to assign a particular person to be directly associated for day to day control and administration of the system.

The Reporting lines in Cartesis Chart of Account

According to the financial report policy the only lines in Cartesis where Intercompany is reported are

- 29000 Group Balances- reports the period end balance with all other WPP Group fully consolidated entities analysed by individual group company.

- 94000/ INTRAR- Intra company reserves/ accruals- reports the period end accrual balance with all the other KANTAR Group fully consolidated entities.

- 94000/ INTERR- intercompany reserves/ accruals- which reports the period end accrual balance with all other WPP Group fully consolidated.

Below is the processing timeline of reporting period which must be followed accordingly.

Intercompany processing within a reporting period must be adhered to the following timeline:-
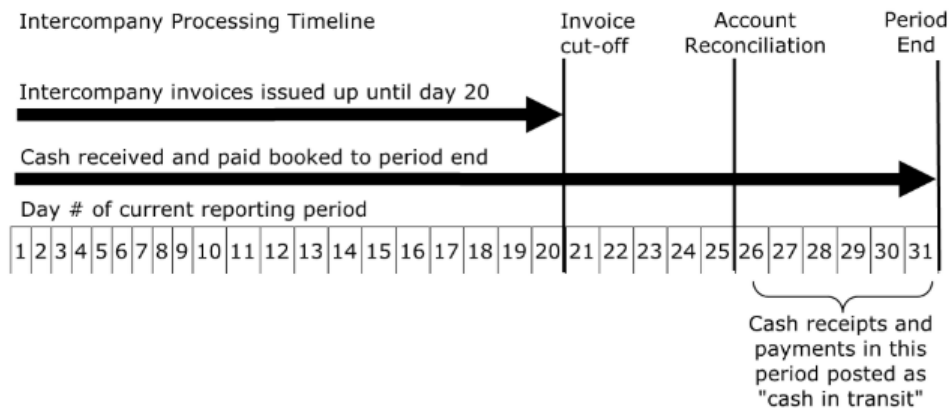

Figure 1 Timeline of Reporting Period

Invoice preparation

Here, once the agreement and terms are conveyed to the clients the document details are further transferred for the raise of PO for the relevant job. The intercompany would keep a copy of the invoice for the record of payable and other additional executive charges for the project.

The invoice should be valued based on the originator company's currency to reduce the foreign exchange exposure unless both are in terms of Euros or US dollars.

Invoice recording

All invoices are recorded immediately even if further details and charges are to be incorporated. By the 20th of the month the invoices are to be mailed to the recipient.

In terms of invoice not being issues but a specific amount has been agreed for the service provided then this would normally be available for each party to accumulate the amount over time.

Account reconciliation

Stated in the policy book, by the 25th of month the statement must be sent to the recipient company. If the company accepts the statement, then it would be signed and returned to the

company within 2 working days. If they do not agree with the statement it would be returned to the company within 2 working day and highlight the disrupted amount and come together for discussion and explanation.

2.5.3 Human Resource

The human resource service is the arm of KANTAR Group that deals with the majority of the queries being a part of the organization and also playing a role for the development of the employees implementing the values of the business among the employees.

Depending on the location of the operation and the country the HR team varies. Bangladesh division falls under South Asia HR besides India, Sri Lanka. The division and function of HR team are the ones dealing with talent requirements that are compatible with the business values and policy.

Kantar has 3 specialists teams within HR. The division is known as Centre's of Expertise (COE's)

The division includes:

- Talent acquisition team

- Learning and leadership team

- Reward team

Talent acquisition team

The core focus of the team is to build close relationship with the hiring managers, help build employees with their greater knowledge and capability to build efficient relationship with colleagues.

Country based talent acquisition team support hiring at a scale 40-60 level including most of the recruitment in Marketing, Finance, IT and HR. Executive team supports scale of 90+ hires globally.

The talent acquisition team do not support on recruitment of temporary and contingent labour with less than 6 months contracts as stated in the HR policy book.

Also, in the HR book of KANTAR they strive to create an environment where their employees:

- Can flourish and grow in their roles

- Are inspired to learn

- Can play to their strengths

- Fulfil career ambitions and aspirations

- Can access learning from wide range of sources

- Are motivated to share what they learn with others

Reward team

The reward team was launched back in 2015. The structure of the team is in the following way_

- **Global Head of Reward**- responsible for all reward related initiation and liaises with senior business leaders.

- **Division Reward Leaders**- responsible for partnering with all the divisions for execution of the reward among the employees

- **Reward Managers**- the reward manager is responsible for specific reward area for providing the insights to the business and global functions.

- **Reward Advisor**- acts as an expert to provide guidance on key reward related areas.

- **Reward Analyst**- they provide analytical expertise and support reward leaders policies.
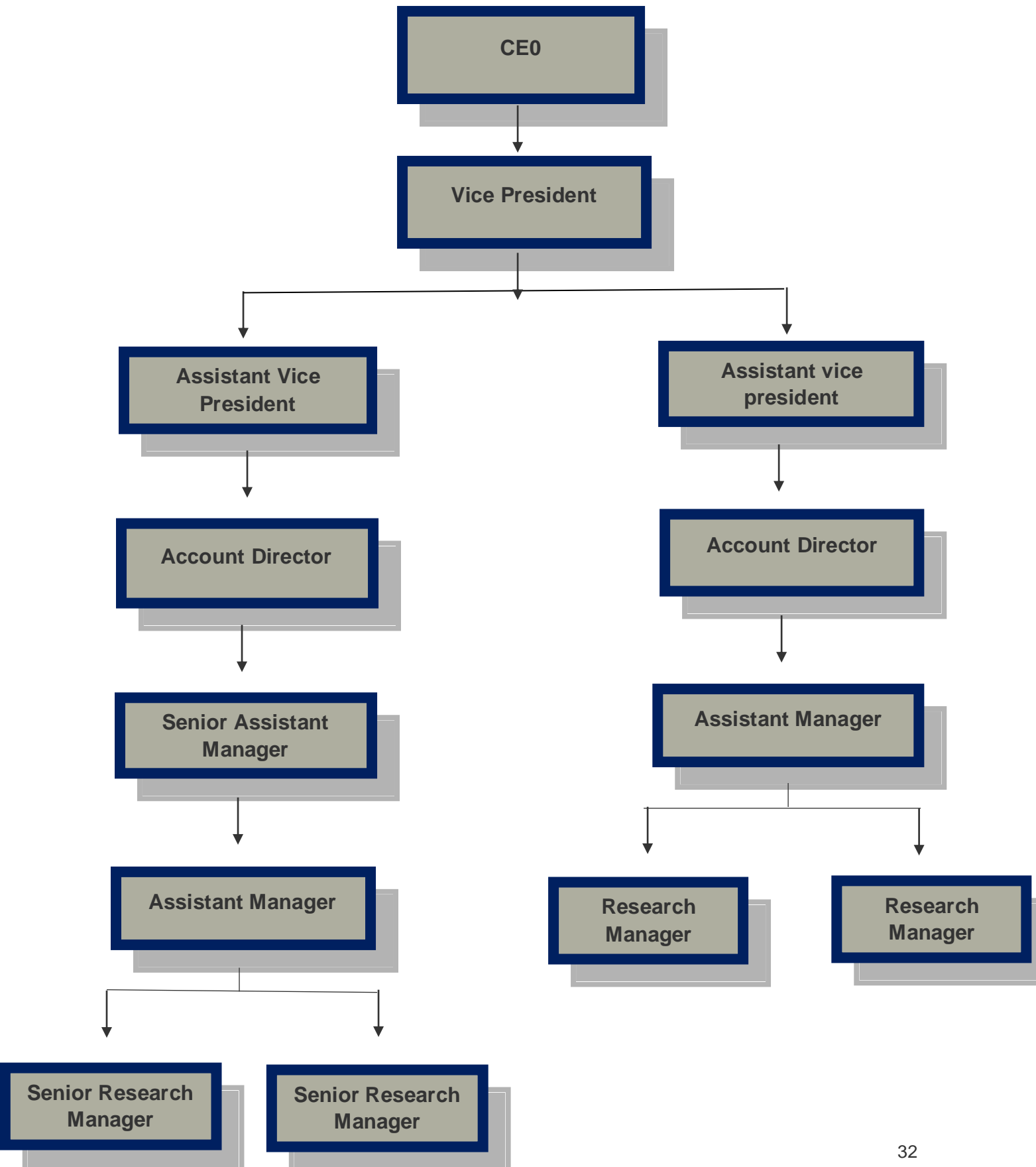
2.6 KANTAR Clients

Local Clients

Global Clients

2.7 KANTAR Organigram

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      │  President          │            │  president          │
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      │  Senior Assistant   │            │  Assistant Manager  │
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  │ Senior       │ │ Senior       │
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  │ Manager      │ │ Manager      │
  └──────────────┘ └──────────────┘
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2.8 KANTAR SWOT Analysis

SWOT analysis helps an organization to figure out their position in the current market. There are two divisions of SWOT analysis. Half is dedicated and dependent over the internal operations and the other half is dependent over the externalities that might help flourish or hamper the operations of the organization. "S" stands for strength, "W" stands for weakness, "O" stands for opportunities and "T" stands for threats. "S" and "W" is internal environment whereas "O" and "T" depends on the external environment.

For a market research and consultancy company like KANTAR the SWOT analysis is described below.

Strengths of KANTAR

- One of the leading research and Consultancy Company.

- Its presence is all around the world.

- Have a large scale of data and insights to shape and deliver.

- Able to perform wide range of studies.

- Access to shared knowledge of different industry and brand markets.

- Well-developed brand and image of KANTAR in the market.

Weakness of KANTAR

- There are other consultancy and market research firms existing in the market, operating at the same global level.

- Placing meeting and booking for interviews for the respondents of the survey creates a hassle for the interviewer of the respondent recruitment.

- Facing difficulties to provide same work hours to every other client for the research.

- Difficulty in negotiating with the client demand for cost reduction and increase in research contents at same payment.

Opportunities of KANTAR

- There is existence of unreliable firms who fails to deliver their promise. Therefore, KANTAR can grab the opportunity to turn their customers to loyal customers or client of their own by fulfilling the unfulfilled promises.

- Creating awareness in the market by publishing press ads and more advertisements in the market they are operating.

- Holding seminars and events in universities and colleges to attract new pool of candidates with fresh knowledge to help KANTAR exceed more locally and globally.

Threats to KANTAR

- Client might not trust the organization with their confidential research items and products. Therefore, deterring to consume KANTAR's offer

- Client having their own market research department in their organization would reduce the scope for KANTAR to hold the market share

- Conflict between headquarter and subsidiary might haul the local operations leading to downfall

- Political unrest or global situation hampering the data collection of the research might lead to extended timeline. Overall, dissatisfying the clients.

2.9 Conclusion

KANTAR maintaining its leading position in its industry is appreciable. The operations with different functions and divisions and all the other branches mingling together makes the roof of the organization strong. Its strong principles and policy book care for the employees,

creating value in the work environment and the most important factor serving the customers relentlessly is noticeable and appreciable. Their vision itself describes the image that they are already capturing. The collaborative energy, the amount of creativity in their operation and the innovation delivered through their services adds value to their image further.

KANTAR can further get acknowledged in the country by letting them to be known in the market as one of the leading research and consultancy who maintains the ability to deliver their works with utmost effort to their client. Increasing the limited awareness to maximum might turn the table for good. Incorporation with the local giants and engaging them with their insightful research methods and data might compel the locals to go for no other research company than KANTAR.

Chapter 3

Project Part: Brand Attributes that leads to increase in Brand Loyalty

3.1 Introduction

(Mishra 2012) "Brand is complex phenomenon" and "Each expert comes up with his or her own definition" (Kapferer, 2004). Therefore, the word brand interpretation is quite scattered. To describe the term brand in short it is name, sign, symbol or logo that allows one to differentiate them from the existing products in the market. Brand is a part of our everyday life and in this modern and globalized time it is the core aspect of shoppers when thinking of consumption. It was stated by Moore et.al. (2008) that a large number of proportion of study is devoted against the brand research, aiming to get better understanding regarding customer satisfaction of brands, brand loyalty and attributes. Branding and branded products are very much evident in Bangladesh from many previous eras. All this happened due to the existence of multinational companies, who tries to deliver several types of choices for the consumers in the label of branding. Brand was adopted mostly by the higher social class but eventually it started to evaporate and diffuse in every status as brand started conveying that branded products are reliable. From here brand loyalty is derived. (Howard and Sheth, 1969) stated in their article that brand loyalty is an important construct in the marketing phenomena and following to that (Chaudhuri and Holbrook, 2001) establish that it can create firm benefits such as reducing the advertisement, promotional or marketing costs for the loyal customers. Khan and Mahmood (2012, p.33) defines by stating that "brand loyalty can be defined as the customer's unconditional commitment and strong relationship with the brand, which is not likely to be affected under normal circumstance".

In order to grab attention of the shoppers it is believed that the first thing is to create an attraction for the customers so that one can help achieve the second step of making the person loyal, being driven from the positive feeling of consumption. Orderly, the positive feeling might be delivered further from just customer pleasant experience. The brand needs to be felt associated with the customers says Jayson Demers. To quote him "All this takes time, of course, but with every positive experience, your customers will become more loyal to you"

In order to conduct the interested research, the question that is being raised is "What are the Brand Attributes that leads to increase in Brand Loyalty?"

The existence of branded shoes in Bangladesh footprints from a very early time. Brands like BATA, Apex, Orion, Bay and etc are very much commonly striking brand shoe stores to the Bangladesh customers. Bata started its operation in 1962 and currently they have annual sales of 30 million pairs. The case of Apex is also not that much contrasting. The thriving and existence of these shoe brands for over more than a decade shows they are appreciated and wanted in the Bangladeshi market. A recent Daily Star article states that "Bata to keep expanding in Bangladesh". The reason behind to this is quite evident that the development and the increasing income of the citizens are making this market lucrative and profitable. This was declared by the president of Asia Pacific region of Bata. Also, inauguration of the PUMA store in Bangladesh portrays how much worthy is the market.

All these are the evidence to how much brands are appreciated by the local customers. Not only branded shoes, the shoppers are attracted to any significant object or material that is branded. And the scenario is applicable for both the urban and rural areas of Bangladesh. The tendency of depending in the non-branded products is quite diminishing among the citizens as the word Fashion is being associated to their needs and wants. As a result, finding themselves attached to brands and gradually building emotions and loyalty toward it.
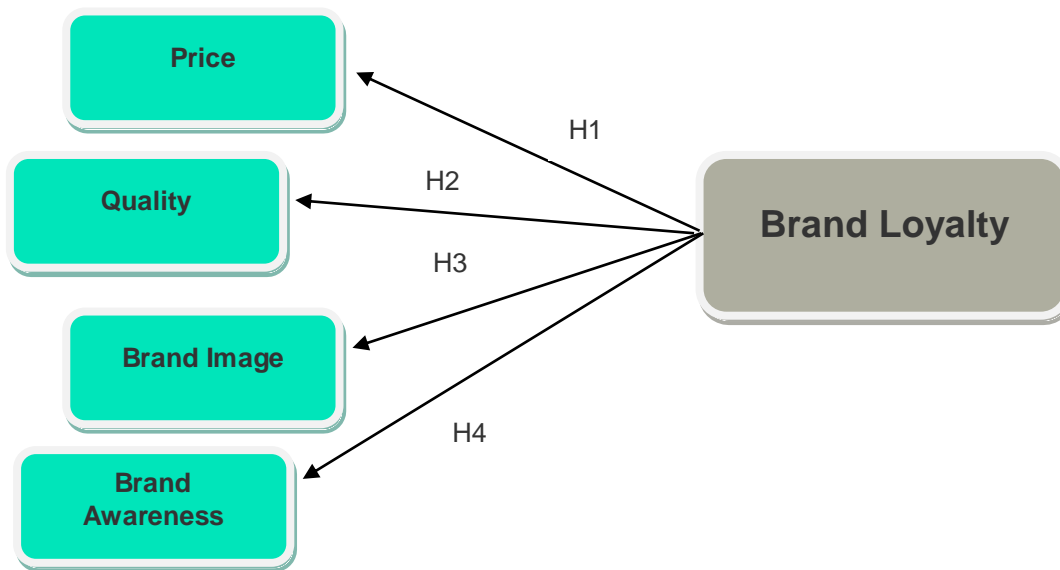
3.2 Model development

Figure 2 Model of Brand Loyalty

3.2.1 Price

Pricing is said to be the key pedal that can cause immediate effect to the shoppers purchase decision or influential enough to affect the business. This was stated by Gordon Wyner (2014). Pricing have a strong influence with branding strategy eventually leads to building revenues and profitability for a company or organization. Therefore, management of pricing is considered to be vital element and also the initial building block for brands. In order to stand in the crowd, competing with other brands marketing managers are required to focus carefully and monitor the trend of consumers in respect to the price, this being stated by Bhutto (2015). Managers are required to look into the insights and thought process of the consumers and figure out the niche group. When a certain niche group of consumers are figured it would be handy for the manager or marketers to set prices in respect of the consumers and the branded product offerings. Bhutto (2015) says that traditional pricing is significantly based on the volume demand for a particular product, which then determines the price scale. However, there are certain products that convince consumers to pay premium

prices for the product or brand. The reason might be the added value or the quality that product is offering.

H1: increase or decrease in price level is attribute that leads to increase in brand loyalty

3.2.2 Quality

Besides price, quality also plays a significant role to the attachments of brand. Shoppers nowadays tend to lean towards a product that is made of better quality and is sustainable. Quality is usually the parameter that judges the consumer expectation after perceiving a certain product or service. Also, quality of a certain product is tangible, and customer can analyse and understand the benefits and the functional ability of the product. According to (Bartikowski et al. 2010) brand quality creates a positive impression towards the purchase intension. Higher quality perceived by the consumers can lead to increased intention to purchase and vice versa. Also, it is quite predictable to the customer because they have that notion of thinking that purchasing a branded product would definitely lead to achieved good quality. It is more like a hygiene factor that arrives with the brand. When the scope of increased intention is created for the purchase the opportunity for a brand or business to grow is evident and achieves loyalty from the customers.

H2: Brand quality is a brand attribute that leads to increase in brand loyalty

3.2.3 Image

To define brand image, it is the very first impression that a person picturizes from a brand. The impression could lead to uniqueness, difference, meaningful and salience. However, the main objective of a marketing manager is to be able to deliver the right brand image to its targeted group. Brand image can also be meant as the perception that consumers build or hold before trying out a product or brand. It is critical for the marketing managers to position the

brand according to their desired image which they eventually want to set in consumers mind. Brand image can be based on emotional values, cultural or mental images that consumers associate to it. The catch here is that, since it is based on consumer's perception the image associated by a certain customer can be contrasting with another consumer. Therefore, brand image is also crucial as it describes the character of the product and how unique and positive it is compared to competitor's product or brand. Positive brand image can lead to better perceived by the customers and eventually leading them to being loyal for the product or brand.

H3: Brand image is a brand attribute that leads to increase in brand loyalty

3.2.4 Brand Awareness

Brand awareness refers to the familiarity of brand to the customers. Brand awareness can be sub divided by Top of Mind (TOM), Spontaneous (SPONT) and aided awareness which is other aware brands. For TOM the brand that comes first to your mind is the one brand that could successfully create it awareness in your mind. SPONT is the next closest brand that a consumer can recall. Whereas, aided is the division of awareness which is the brand that consumers can think only with the help of someone else or other directional cues. All these are derived from the brand communication that it eventually turned in to awareness. Making a brand aware to customer is very much important. Because, a not aware brand might have all the strengths to compete in a market but since it holds no awareness or strong brand communication it fails to pop up in consumers mind. Therefore, it is essential to create brand awareness and brand and also it is derived and reliable from the brand image. The message that a brand holds need to be conveyed. A brand that has a stronger awareness would lead to higher consideration by the consumers and eventually leading to sales.

H4: Brand Awareness is a brand attribute that leads to increase in brand loyalty

3.3 Research method

3.3.1 Research Design

In order to analyse and conduct the interested research topic, the very first step was to look for guidance and topic selection from the faculty and internship supervisor. After selection of the topic, previously available papers, articles and journals on the relatable topics where scanned. This refers to doing secondary research. The next stage of the research was primary which holds the collection of data through questionnaire form from the respondents. The collection of data was gathered from different occupation of the respondents from different service holders to business person to homemaker and retired person. The research method that is based for the entire topic is descriptive research method. During preparation of the questionnaire all the main variables were analysed thoroughly while keeping the research model in consideration. Additionally, for the primary data collection the questionnaire was designed in Google Form and later distributed among the respondents. Majority of the collection was based on online through Facebook, Messenger, Instagram and E-Mail. However, the physical way of collection was also taken into action. Before finalizing the questionnaire and forwarding it to the crowd several pretesting and alteration were done to make the form easy and understandable for the respondents. All the responses from the questions depending on particular variable was monitored and evaluated to maintain accuracy for the research.

3.3.2 Measurement

The questionnaire that was designed for the primary collection of data was aimed to analyse and provide accurate findings on brand attributes that leads to increase in brand loyalty of customers. The questionnaire was set with 5-point Likert scale for all the questions where the first category was "Strongly Agree" and ending up the series with "Strongly Disagree". "Strongly Agree" was positioned as 5 and the other categories of the scale were set with the

descending number from 5, ending up with 1 which was "Strongly Disagree". Here, Strongly Agree referred to the most acceptances of the statements provided in the questionnaire and Strongly Disagree as the most unacceptable answer for the statement provided. In order to capture the respondents who neither agree nor disagrees with the statement a "Neutral" category was provided for the statement. All the items provided in the questionnaire were to measure the brand loyalty for derived from buying branded shoes. Also, to measure the reliability and validity of the variable for the research. Besides, the statements in the questionnaire there was also demographic questions that was helped to collect information from the respondents. For example, age gender, income and occupation.

3.3.3 Sampling

In order to conduct the research, the primary method was questionnaire. The questionnaire was prepared keeping in consideration regarding the independent and dependent variables of the research model. There are 17 questions which was assigned for analysing and evaluating the independent and dependent variable to see if they are the actual brand attributes or the correct hypothesis that leads to increase in brand loyalty. Besides, demographic factors were also considered. The survey was randomly sent and distributed to the respondents. This was through help of E-mail, Social media sites and also physical fill ups of forms. Majority of the respondents were from student back ground from different institutes like BRAC University, North South University and East West University. The second population of respondents was from service holders. The number of respondents was limited to 100 and it was made certain that all the information provided by the respondents would only be used for academic research purpose.

Collecting data through social media sites was more convenient than the traditional way and also through email. The functionality of social media "seen" feature could assure if the person filled up the form or not, which was lacking in email. Since, few responses were collected in the traditional manner therefore much time was not consumed. The situation would have been otherwise if all responses were needed to be collected by talking to every other people for information. As a result, the goal might not have been met in the designed schedule.

Table 1 Frequency Table

	Frequency	Percentage (%)
Gender		
Male	50	50
Female	50	50
Age		
20-25	60	60
26-30	14	14
31-35	10	10
36-40	7	7
41 and above	9	9
Occupation		
Student	58	58
Service Holder	24	24
Business	10	10
Home maker	2	2
Freelancer	1	1
Doctor	1	1
Retired banker	1	1
Lecturer	1	1
Tuition	1	1
Mariner	1	1
Income		
Below 20,000	59	59
21,000-30,000	9	9
31,000-40,000	9	9
41,000-50,000	10	10
Above 50,000	13	13

3.4 SPSS Analysis

3.4.1 Data analysis

To define data analysis it refers to cleaning, organizing, transforming and molding in to a shape that would provide useful information in order to run an effective research. Also, to figure out the missing data's, the outliers before running the research or testing the four different hypotheses.

For this research, there was no missing data's which implies that all respondents answered to the questions accurately. Also, no outliers were detected as all the probabilities were more than 0.001.

Figure 3 Data Collection

	PRICE	LOYALTY	QUALITY	IMAGE	MAH_1	PROBABILITY
24	8.00	6.00	7.00	8.00	.50460	.08
25	7.00	5.00	10.00	6.00	3.97469	.74
26	9.00	8.00	10.00	8.00	2.47778	.52
27	7.00	10.00	8.00	10.00	3.54977	.69
28	7.00	8.00	8.00	7.00	.81576	.15
29	7.00	8.00	7.00	6.00	1.31673	.27
30	8.00	8.00	10.00	6.00	3.51545	.68
31	8.00	8.00	6.00	5.00	2.06456	.44
32	10.00	6.00	6.00	6.00	2.89415	.59
33	8.00	8.00	6.00	5.00	2.06456	.44
34	9.00	6.00	5.00	3.00	7.15983	.93
35	10.00	8.00	8.00	8.00	2.10588	.45
36	9.00	9.00	10.00	10.00	3.81498	.72
37	8.00	6.00	7.00	8.00	.50460	.08
38	9.00	8.00	8.00	6.00	1.28127	.27
39	9.00	5.00	8.00	7.00	.55056	.09
40	6.00	10.00	6.00	6.00	3.94480	.73
41	6.00	9.00	8.00	5.00	4.54401	.79
42	10.00	6.00	6.00	5.00	3.93485	.73
43	8.00	10.00	10.00	8.00	1.90986	.41
44	5.00	8.00	8.00	8.00	5.90563	.88
45	9.00	9.00	6.00	7.00	1.22575	.25
46	7.00	6.00	7.00	8.00	1.35802	.28

Visible: 48 of 48 Variables

	PRICE	LOYALTY	QUALITY	IMAGE	MAH_1	PROBABILITY
47	10.00	8.00	3.00	8.00	10.37916	.98
48	10.00	5.00	7.00	8.00	2.22052	.47
49	6.00	9.00	9.00	7.00	3.19675	.64
50	10.00	8.00	3.00	8.00	10.37916	.98
51	8.00	9.00	7.00	7.00	.15877	.02
52	6.00	9.00	10.00	6.00	5.57485	.87
53	9.00	6.00	6.00	7.00	1.22575	.25
54	9.00	8.00	9.00	8.00	1.14588	.23
55	6.00	9.00	8.00	7.00	2.65975	.55
56	7.00	8.00	7.00	9.00	2.52487	.53
57	9.00	6.00	5.00	7.00	2.71836	.56
58	10.00	8.00	8.00	4.00	6.78454	.92
59	6.00	6.00	6.00	8.00	4.61089	.80
60	10.00	8.00	10.00	10.00	5.41005	.86
61	9.00	8.00	4.00	7.00	4.98098	.83
62	7.00	7.00	10.00	9.00	2.88317	.59
63	9.00	10.00	10.00	9.00	2.76431	.57
64	7.00	7.00	10.00	9.00	2.88317	.59
65	7.00	7.00	10.00	9.00	2.88317	.59
66	8.00	10.00	10.00	7.00	2.33059	.49
67	8.00	8.00	8.00	8.00	.20301	.02
68	8.00	7.00	8.00	8.00	.20301	.02
69	10.00	8.00	7.00	8.00	2.22052	.47

Visible: 48 of 48 Variables

	PRICE	LOYALTY	QUALITY	IMAGE	MAH_1	PROBABILITY
70	8.00	9.00	9.00	8.00	.67143	.12
71	8.00	8.00	7.00	8.00	.50460	.08
72	10.00	8.00	10.00	10.00	5.41005	.86
73	9.00	8.00	9.00	8.00	1.14588	.23
74	9.00	7.00	8.00	6.00	1.28127	.27
75	8.00	7.00	10.00	9.00	2.25328	.48
76	8.00	8.00	8.00	8.00	1.57619	.34
77	8.00	8.00	7.00	6.00	.57707	.10
78	4.00	6.00	6.00	2.00	18.69807	1.00
79	9.00	8.00	8.00	9.00	1.38155	.29
80	8.00	9.00	8.00	8.00	.20301	.02
81	10.00	10.00	10.00	10.00	5.41005	.86
82	8.00	6.00	8.00	8.00	.20301	.02
83	9.00	8.00	4.00	4.00	6.39931	.91
84	10.00	7.00	8.00	8.00	2.10588	.45
85	10.00	10.00	7.00	10.00	4.97706	.83
86	7.00	9.00	6.00	6.00	1.97075	.42
87	9.00	10.00	8.00	5.00	2.77612	.57
88	9.00	5.00	5.00	6.00	2.68252	.56
89	6.00	7.00	5.00	8.00	6.63943	.92
90	8.00	8.00	7.00	8.00	.50460	.08
91	7.00	6.00	10.00	9.00	2.88317	.59
92	9.00	6.00	7.00	5.00	2.21768	.47

Data View Variable View

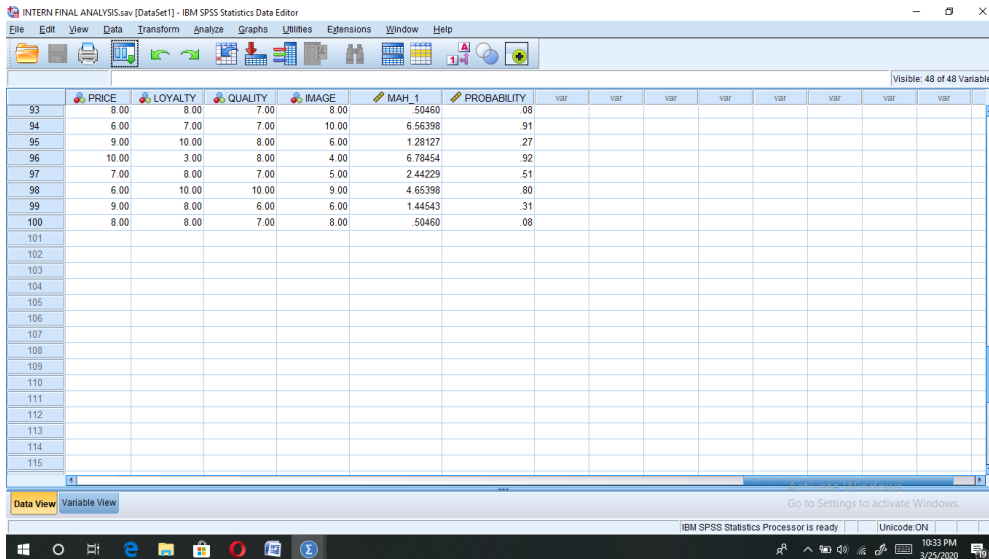IBM SPSS Statistics Processor is ready   Unicode:ON

Figure 4 No Outliers Detected

3.4.2 KMO and Bartlett's Test

The Kaiser- Meyer- Olkin test is for testing the adequacy of the data which would further be used for testing the hypothesis that is the factors associated with it. It ensures that the correct factors are being used to measure a particular topic or concept. Whereas, the Bartlett's test would measure the hypothesis. To see if the variables are related or unrelated to the model developed for the research. Value is less than or equal to 0.05 is said to be significant.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.575
Bartlett's Test of Sphericity	Approx. Chi-Square	165.438
	df	28
	Sig.	.000

Table 2 KMO and Bartlett's Test

For the conducted research, the KMO and Bartlett's test of Sphericity is less than 0.05 which refers that it is significant.

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3.4.3 Analysis

For the conducted interest research, Varimax was used which is the most common used rotation method that allows factors to load different items under a specific designated factor. Since, all the variables were known Varimax was the appropriate rotation method. A total of four factors were found from the analysis and the below attached table shows the total cumulative variance of 77.7%. Also, it can be seen that only the first four factors have greater value than the 1 eigenvalues.

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.333	29.162	29.162	2.333	29.162	29.162	1.688	21.094	21.094
2	1.537	19.209	48.371	1.537	19.209	48.371	1.557	19.468	40.562
3	1.339	16.743	65.114	1.339	16.743	65.114	1.499	18.732	59.294
4	1.009	12.615	77.729	1.009	12.615	77.729	1.475	18.435	77.729
5	.581	7.257	84.986						
6	.467	5.840	90.826						
7	.377	4.714	95.540						
8	.357	4.460	100.000						
Extraction Method: Principal Component Analysis.									

Table 3 Total Variance Explained

<u>Communalities</u>

Determines and portrays the variable that does not comply with the factors associated with the hypothesis. Also, the factors that does not fit; they are dropped from the analysis to get the best results. The values for communalities below 0.3 are depicted as weaker variables.

For the directed research, the values delivered under the communalities are more than 0.3. Therefore, all the factors are compatible with the hypothesis and should not be dropped.

Communalities		
	Initial	Extraction
SMEAN(P1)	1.000	.812
SMEAN(P2)	1.000	.779
SMEAN(L1)	1.000	.799
SMEAN(L2)	1.000	.766
SMEAN(Q1)	1.000	.805
SMEAN(Q3)	1.000	.792
SMEAN(I2)	1.000	.778
SMEAN(I1)	1.000	.688
Extraction Method: Principal Component Analysis.		

Table 4 Communalities

Rotated Component Matrix

It measures the correlation between each factor and variables. In Rotated Component Matrix, each items of a factor are brought into a single column

Rotated Component Matrix				
	Component			
	1	2	3	4
SMEAN(P1)			.878	
SMEAN(P2)			.843	
SMEAN(L1)		.888		
SMEAN(L2)		.852		
SMEAN(Q1)	.889			
SMEAN(Q3)	.864			
SMEAN(I2)				.875
SMEAN(I1)				.782
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.[a]				
a. Rotation converged in 5 iterations.				

Table 5 Rotated Component Matrix

Reliability

Reliability is an essential part of the conducted research as it would portray how much the variables of factors are dependable. Reliability test would add value to the research and indicate the most reliable variables that can be associated with the dependent variable "Brand Loyalty". For the reliability test Cronbach's Alpha was used. The reliability for PRICE was conducted between P1 and P2, for LOYALTY, L1 and L2, for QUALITY, Q1 and Q3 and lastly for IMAGE, I1 and I2. All the variables reliability is more than 0.6 which is considered as reliable according to Hair Et Al, (2010) for exploratory research. Also, due to the limitation of the SPSS software, the factor brand AWARENESS got eliminated from the conversion of Rotated Component Matrix. Therefore, no reliability test could be conducted for AWARENESS.

PRICE

Reliability Statistics	
Cronbach's Alpha	N of Items
.652	2

LOYALTY

Reliability Statistics	
Cronbach's Alpha	N of Items
.710	2

QUALITY

Reliability Statistics	
Cronbach's Alpha	N of Items
.765	2

IMAGE

Reliability Statistics	
Cronbach's Alpha	N of Items
.613	2

Validity

The validity test enables one to understand how accurate the research is. To be more precise, it applies on all the variables, the research design and the method of the research. (Seligar and

Shohamy 1989, 95) said "Any research can be affected by different kinds of factors which, while extraneous to the concerns of the research, can invalidate the finding".

For the convergent validity, Bivariate method was conducted. In this method, correlation between items of the same variables is measured. The intra item correlation of a variable will be higher than the inter item correlation of another variable.

		SMEAN(P1)	SMEAN(P2)	SMEAN(L1)	SMEAN(L2)	SMEAN(Q1)	SMEAN(Q3)	SMEAN(I1)	SMEAN(I2)
Correlations									
SMEAN(P1)	Pearson Correlation	1							
SMEAN(P2)	Pearson Correlation	.494**	1						
SMEAN(L1)	Pearson Correlation	-0.154	-0.039	1					
SMEAN(L2)	Pearson Correlation	-0.060	-0.064	.552**	1				
SMEAN(Q1)	Pearson Correlation	0.067	-0.155	0.118	0.144	1			
SMEAN(Q3)	Pearson Correlation	0.037	-0.166	0.137	0.134	.627**	1		
SMEAN(I1)	Pearson Correlation	0.067	0.022	0.137	.257**	.252*	.309**	1	
SMEAN(I2)	Pearson Correlation	-0.068	0.048	0.128	.212*	0.190	.241*	.454**	1
**. Correlation is significant at the 0.01 level (2-tailed).									
*. Correlation is significant at the 0.05 level (2-tailed).									

Table 6 Correlation

Regression Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.278[a]	.078	.049	1.35883
a. Predictors: (Constant), IMAGE, PRICE, QUALITY				
b. Dependent Variable: LOYALTY				

Table 7 Model Summary

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.904	3	4.968	2.691	.051[b]
	Residual	177.256	96	1.846		
	Total	192.160	99			
a. Dependent Variable: LOYALTY						
b. Predictors: (Constant), IMAGE, PRICE, QUALITY						

Table 8 ANOVA Summary

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.749	1.141		5.912	.000
	PRICE	-.105	.103	-.100	-1.013	.313
	QUALITY	.071	.085	.088	.839	.403
	IMAGE	.176	.084	.217	2.089	.039
a. Dependent Variable: LOYALTY						

Table 9 Coefficients Summary

For the regression analysis, there were three independent variables and one dependent. The dependent variable consisted of IMAGE, PRICE and QUALITY. According to the ANOVA table, the model of the research developed is proven to be significant as F- Statistic (sig 0.05 ≤ 0.05). The regression model also suggests that there is 4.9% of variation in the dependent

variable which is claimed by the Adjusted R Square value. In a group of dependent variables only IMAGE is significant (sig $0.039 \leq 0.05$). Also, having the highest positive beta of 2.17 with positive correlation. The dependent variable PRICE and QUALITY are proven to be insignificant as the brand attribute that leads to increase in BRAND LOYALTY. However, brand IMAGE is positively correlated with LOYALTY as it has a positive beta. Whereas, the PRICE is negatively correlated with a negative and weak association to LOYALTY with (-1.00). To sum up, the model that is established is reasonably effective and significant showing the brand attributes to brand loyalty.

3.5 Discussion

The topic of the research that is being analysed and evaluated is the brand attributes that leads to increasing the brand loyalty. Also, to make the research specific it was focused over branded shoes like Bata, Apex and Bay. The results derived after the SPSS analysis clearly explain the factors that are related to brand loyalty. Among the three variables the most important factor that the companies or marketers need to consider is the image of the brand. This criterion is applicable when the company or organization is planning or aiming to achieve loyalty from their customers.

Comparing to the other variables or factors related to brand loyalty only image was significant with also a higher coefficient. While, a customer goes for branded shoes or other products, the product itself does not encourage to the fullest for purchase. The added value and services delivered by brand are essential to shoppers for the consumption. Being welcomed and showing the customers that they are a part of the brand and effectively they play major role customers feels more attached to the brand. Therefore, leading to a good image building. When consumers lean towards a brand, they always carry this perception that

branded products are worth buying even if they have to pay a premium price. From the perception, they tend to believe that the brand is believable, and the brand will deliver the promise made. Today, being a part of a brand makes people special. Also, it boosts their confidence of feeling superior among the peers, colleagues or family members. From all these proven outcomes, it is evident to marketers that building a good image and having a good image can allow them to retain their customers.

To discuss about the variable or factors that are proven insignificant, marketer or organizations may believe that providing a good quality shoe with high price might lead to achieving customer's loyalty. This perception is not accurate as results shows that no matter how good the quality is it would not turn a customer loyal for the branded shoes if prices are striking up. Even if the customer thinks and believes that branded shoes are always made of good quality and better than the local ones found in local markets.

Further, the variable price is neither significant nor positively correlated. Meaning, if the prices are increasing customers would not stick to that particular branded shoe shop and can easily switch to other available brands. Therefore, it could not be delivered from the research that customers would stay loyal to a brand if branded shoe shops increase their price level. Also, the variable, price does not lead customers to become loyal.

The two hypotheses which are proven wrong seem quite interesting. To generally analyse, a customer who get a branded shoe with good quality would eventually purchase it. Following to that making them loyal. However, only image of the brand is accepted that very accurately stands to its points that a good brand image could lead to brand loyalty.

3.6 Future Research and limitation

The research mainly focused on few variables which are price, quality, image and awareness. However, to have a clearer understanding of the attributes that leads to brand loyalty other

variables might be needed to take into account. For example, attributes like brand uniqueness, personality, positioning might be the factors also leading to loyalty which were not focused in this study. This research might help the future researcher to identify the variables that are missing and holds greater chances of changing the entire result of the study.

One of the crucial limitations of the research was the amount of sample. The number of respondents was only 100 which are only considerable for the entire study. The lack of ability to approach a higher number of respondents was the time restrain. Another restrain was not being able to interact with every other respondent for data collection. Majority of the data was collected from online platforms. Therefore, creating a gap like some respondents might have answered to the statements without giving proper attention or judgement. Also, they might just go filling up the form by giving an answer for all the questions. For example, "agree" for all statements. Another limitation was generalizing the study of branded shoes for all the brands which might be focused by others in the future. Therefore, developing models and question that includes all the branded commodities to have a clearer picture of all the elements that is connected to brand loyalty. So, future researcher might consider about all the given limitations and construct a more appreciable and credible research.

3.7 Recommendation

The existence of appreciating and indulging branded products will always be increasing at a very rapid pace. Therefore, marketers would attract to get themselves engaged in establishing a successful brand in the market. Also, branded shoes would remain hype in the market. Whether brought from online shoe shops or the physical brand shoe shops. To remain thriving in the market and convert every customer into loyal one, branded companies must try to hold their good image and always pushing themselves to deliver a better service according

to customers' needs and wants. Fulfilling the demands of the customers will make them satisfied with the brand.

 It has been found that increasing price deter a customer from purchasing the branded shoes. Therefore, a company must pay heed to their costing and pricing policy as too much increased price would lead to deterring the customers. The company or marketers must set the price in such a manner that the customer feel that their purchase is worthy of their money. Also, the research was run in SPSS. Several other statistical software's that may be used to achieve more accurate results for the conducted study.

3.8 Conclusion

To summarize, an interested research topic was developed and surveyed all over the Bangladesh through both online and offline platforms. Where, online respondents are to be dominating. The conducted research tried to highlight the probable brand attributes that directly or indirectly has a connection to the conversion of customers to loyal customer for brands, to be specific, for the branded shoes. The research shows branded shoes needs to pay more to quality and price offering to help turn their customers into loyal. And, the flourishing variable of the research is all company needs to be consistent with is brand image as it was proven significantly correct for the dependent variable loyalty.

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Appendix

Brand Attributes that leads to an increase in Customer Loyalty for Branded Shoes

(i.e. Bata, Apex, Orion, Jenny's, Fortuna, Hush Puppies, Puma, Bay & etc)

Demographic Questions:

1) Age

    a) 20-25

    b) 26-30

    c) 31-35

    d) 36-40

    e) 41 and above

2) Income

    a) Below 20,000

    b) 21,000- 30,000

    c) 31,000- 40,000

    d) 41,000- 50,000

    e) 51,000 and above

3) Gender

    a) Male

    b) Female

4) Occupation

    a) Student

    b) Service Holder

    c) Business

    d) Others _____

Price

1. "Branded shoes are expensive"
   a) Strongly Agree
   b) Agree
   c) Neutral
   d) Disagree
   e) Strongly Disagree

2. "I paid more for the branded shoes than I had planned"
   a) Strongly Agree
   b) Agree

c) Neutral
d) Disagree
e) Strongly Disagree

3. "I will stick to the branded shoes even if prices are increased"
   a) Strongly agree
   b) Agree
   c) Neutral
   d) Disagree
   e) Strongly disagree

Loyalty

1. "I would repurchase branded shoes in future"
   a) Strongly agree
   b) Agree
   c) Neutral
   d) Disagree
   e) Strongly Disagree

2. "I would recommend branded shoe to others"
   a) Strongly agree
   b) Agree
   c) Neutral
   d) Disagree
   e) Strongly Disagree

3. "Branded shoes are my first choice"
   a) Strongly agree
   b) Agree
   c) Neutral
   d) Disagree
   e) Strongly disagree

Quality

1. "The material of the branded shoes are excellent"
   a) Strongly agree
   b) Agree
   c) Neutral
   d) Disagree
   e) Strongly disagree

2. "The design of the branded shoes are excellent"
   a) Strongly agree
   b) Agree
   c) Neutral
   d) Disagree
   e) Strongly disagree

3. "The branded shoes are of high quality"
   a) Strongly agree

b) Agree
c) Neutral
d) Disagree
e) Strongly disagree

4. "Quality of branded shoes are better than local shoes"
   a) Strongly agree
   b) Agree
   c) Neutral
   d) Disagree
   e) Strongly disagree

Image

1. "I feel special by wearing branded shoes"
   a) Strongly agree
   b) Agree
   c) Neutral
   d) Disagree
   e) Strongly disagree

2. "I feel welcomed in branded shoe stores"
   a) Strongly agree
   b) Agree
   c) Neutral
   d) Disagree
   e) Strongly disagree

3. "Branded shoes deliver what they promise"
   a) Strongly agree
   b) Agree
   c) Neutral
   d) Disagree
   e) Strongly disagree

4. "Branded shoes claims are believable"
   a) Strongly agree
   b) Agree
   c) Neutral
   d) Disagree
   e) Strongly disagree

Awareness

1. "I am aware that these branded shoes appears in social media"
   a) Strongly agree
   b) Agree
   c) Neutral
   d) Disagree
   e) Strongly disagree

2. "I can recall branded shoes promptly by looking at its colour and logo"
   a) Strongly agree
   b) Agree
   c) Neutral
   d) Disagree
   e) Strongly disagree

3. "I see most of the branded shoes advertisement in TV Ad's"
   a) Strongly agree
   b) Agree
   c) Neutral
   d) Disagree
   e) Strongly disagree