

RATIONAL AND EMOTIONAL FACTORS OF CUSTOMER SATISFACTION AND BRAND LOYALTY ON J. AND KHAADI

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Abstract

How to Reach customer satisfaction and brand loyalty in a business it's a difficult and still need area for researchers and practitioners for research. As we know and we compared to consumer branding may be a terribly short identified concerning the success parts of branding, and additionally a way to satisfy the consumers of {products} and the way they get the products either rationally or showing emotion. Thus our analysis paper aims to look at the success factors of stigmatization and rational or emotional factors and their performance impact of client satisfaction and complete loyalty. The rational brand quality consists of product quality, service quality, and distribution quality whereas consistent advertising vogue, whole image, country-of-manufacture image and sale Person's temperament, habit, price-perception, and whole perspective area unit dimensions of emotional whole associations. The technique which is adopt for sampling is convenience sampling technique, Data was collected through the customers, mostly those customers who are the brand conscious to distributing questionnaire and also use social media for data gathering, and also experts of the manufacturing firms working in Pakistan as well as from the professional graduating scholars. To examine more accuracy in the research it is highly preferred. Time is one of the limitations. And research will be conduct in Karachi. The statistical technique confirmatory factor analysis (CFA) was use to check the validity and reliability of the instruments. For the purpose of testing the hypotheses, and has use structural regression modeling (SRM), t-tests, ANOVA. For data coding, of CFA and SRM techniques the research has used Ms. Excel, SPPSS and AMOS software's. The research is highly preferred especially for the marketers and salespersons. This analysis had been conducted on two completely different SMCGs J.J & KHAADI. Because of the continuing commoditization, the product factory-made by firms and even their service and distribution efforts area unit subject to an increasing uniformity inside world competition.

Keywords: Habit, Price-perception, Brand attitude, Customer satisfaction & BL.

Introduction

As a mediator (Kim & Hyun, 2011) How to create, hold, enhance consumer loyalty on a firm's items or administrations is for the most part which pushed for showcasing exercises (Dick & Basu, 1994). Greater consumer loyalty suggests their best showcase which shows their capacity to request moderately greater costs Contrasted with the individuals about rivals. (Chaudhuri A. a., 2001). It is expanded consumer loyalty moreover offer assistance and promoting budget, request for many customer, or successfully work exchanging use (Aaker J. , 1997). Furthermore, the consumer raise clear communication advancement, resist competitors' strategies (Dick & Basu, 1994) and produce incremental profit and revenue (Fornell & and Wernerfelt, 1988) (Reichheld, Markey, & Hopton, 2000) Furthermore, the customer cultivate positive word - of - mouth advancement , resist competitors' strategies . (Zeithaml, Berry, & and Parasuraman, 1996) Be that as it may, what are the components affecting buyer loyalty? The predecessor components of consumer loyalty have been examined broadly in various works, but the relationship between open relations public relation & consumer loyalty needs assist work since natural changes have driven Organizations should focus Concerning illustration significantly once societal. Introduction (Kitchen., 1996) which conventional introduction of item and promoting. The highlights turn in to expanded significance. (Cultip, Center, & & Broom, 1985) "The administration work that distinguishes, builds up, and keeps up commonly useful connections between an organization and the different open on whom its victory or disappointment depends." Eventually, promoting is around fulfilling buyer needs way better than competitors by giving the leading esteem for cash, but promoting is continuously carried out inside the imperatives of a given environment. Directors carry their societies with them when overseeing, as do customers when expending. Buyers from collectivist societies put more prominent esteem on social obligation activities than shoppers from more independent societies (Eisingerich & Rubera, 2010). Companies progressively utilize worldwide brand techniques to increment their customer-based brand value. They extract into their aimed customers' supportive affiliation with corporate competence and corporate social Responsibility exercises as well as their self-concept association offers. By analyzing the cross-cultural contrasts in consumers' self-concepts and their commitment to the brand loyalty, this think about may offer assistance worldwide brand directors to survey how their target customer see their (CSR) exercises and corporate competencies and choose which sort of picture and affiliations they ought to contribute their assets to. Also, the proposed conceptual system for understanding the relationship among corporate affiliation, consumer-corporate association, and corporate brand loyalty over distinctive national societies may be valuable for optimizing brand situating and fortifying customers' brand loyalty over societies.

Brands are regularly centered on represent the picture of entity life community dependable toward more approving between their partners (Tran, Nguyen, Melewar, & Bodoh, 2015). Different brands are more engaged in being perceived as constant activity change and fresh growth in their marketplace absence (Nguyen, Yu, Melewar, & Chen, 2015) In expansion, based on past ponders, duty and movement are the two most significant brand characteristics (Clemenz, Brettel, & Moeller, 2012) (Gordon, Zainuddin, & Magee, 2016) thus, the center on these two measurements since of their pertinence and their incredible effect to their clients. The display consider in this way contributes to the promoting writing in three distinctive ways. To begin with, this ponder includes to the body of information on the relationship between brands. (Torres, Augusto, & Lisboa, 2015). In the demonstrate proposed by this ponder, fulfillment intercedes the impacts on related brand's pictures on customer loyalty. Additionally, a brand picture directly impacts on customer loyalty.

Particularly a brand picture May be guessed should have the ability should correspond mark. Implications which emerge by the creation encounters which don't implanted in products. Interests, the accessible writing on business to business brand picture offers a few clues that appear to be steady with these proposed impacts. In truth, coordinate impacts were basically found for business to business administrations (Juntunen, Juntunen, & Juga, 2011) in which quality

Overview & Background

After periods of investigate, the significance of branding in Business to business. Businesses need been generally evaluated. (Seyed ghorban, Matanda, & LaPlaca, 2016). Inside of this Study something like need been led on the determinants about logo. pertinence on Business to business settings, counting buy significance, buy complexity and chance (Brown, Zablah, Bellenger, & Donthu, 2012), link with the process of vendors hiring (Blomback & Axelsson, 2007) the functions of customers and whole entity and item list (Backhaus et sl., 2011). Generally, it appeared in viability of unique product by pulling and holding steadfast business customer (Keranen, Piirainen, & Salminen, 2012)and this is constructively link and may effect on universal competitors (Homburg, Klarmann, & Schmitt, 2010) (al. M. e., 2011) (al. S. e., 2015) Presentations Thus, had studied which has proposed that firms working in Business to business markets ought to consider contributing in branding ((Beverland, Lindgreen, Napoli, Kotler, & Pfoertsch, 2007)advancement, market researchers had contended product doesn't assets created and implanted on items sells to customer ((Merz, He, & Vargo, 2009). Brand esteem implications continuously created or resell the duration((Merz, He, & Vargo, 2009)it has been somewhat affected relate by vendors promoting the relation (Brodie, 2009)it is essential part to encounters which drove esteem relation (Brodie, 2009) particularly the brand create the relationship impact itself ((Payne, 2009) (Prahalad. & swamy., 2004). Hence, their brand consists of products and the services associated perspectives. To identify the customer, see and respond to their vendor's services associated and products of Business of a business brand pictures is crucial in case successful branding procedures are to be outlined. It is proposed that product associated and services associated viewpoints in seen cast picture. In the next segment, a demonstrate is created that addresses the distinctive impacts on products and services associated in Business to business identify pictures in customer's loyalty

Problem Statement

Past researches explored the connection allying brand loyalty of a victory figure and origin factors. e.g. (Bendixen, Bukasa, & Abratt, 2004) analyze a readiness of purchaser to Spend a cost effective of famous mechanical brands. The researchers moreover establish of purchaser eagerness to suggest to donate uncommon thought to other. (Taylor, Hunter, & Lindberg, 2008) That adopted (Netemeyer, et al., 2004) show and affirmed inter alia the positive connection from brand dependability to readiness to Spend a cost effective. Other thinks about respected the trademark dependability build internal variable. E.g. (Van Riel, Mortanges, & Streukens, 2005) utilized item trademark value, associated trademark value, &dependability deliberate as victory develops and affirmed non-negative impact of item dissemination, item esteem, benefit staff, and data administrations. In differentiate to other analysts (Yoo & Donthu, 2001) (Pappu, Quester, & Cooksey, 2005).

Other researchers of this scenario are (Davis, Golicic, Marquardt, & J, 2008) which centered of the effect of trademark picture and trademark mindfulness of mechanical buyer's trademark loyalty purposeful. The researcher considers that the impact of trademark picture on trademark value will be more prominent to the impact of trademark mindfulness on trademark

value of clients for administrations. Furthermore, (Al-Kwafi & McNaughton, 2013) analyzed the significance of variables (item highlights, investigate collaboration, item benefit, cost, and quantity) who direct to trademark exchanging inverse of trademark loyalty. (Biedenbach & Marel, 2010) tried the impact of Client's involvement on brand mindfulness, brand affiliations, seen BL whereat a progressive impact on four internal victories, which builds is gathered and affirmed. (Baumgarth & Binckebanck, 2011) Analyzed the impact of deals constrain (salesman's identity, salesman's conduct) nearby good promoting disobedient (item quality, non-individual) on BI discernment, cast quality, and trademark loyalty (Leischnig & Enke, 2011) inspected the relationship between exogenous brand recognition develops (brand steadiness, chance lessening) and endogenous client reaction develops (buy dependability, attitudinal dependability, cost premium) . Furthermore the reproduction explored by, (Chen, Su, & Lin, 2011) (Chen & Su, 2012), more overtired the effect of nation to produce item esteem, data administrations and benefit staff on brand value individually brand dependability.

Inspect the accomplishment variables about business-to-business marking also examine their execution sway on customer satisfaction & brand loyalty. Uncover that normal brand quality comprises of the extents item affection, distribution affection, and conveyance nature same time steady. Endorsement style, BI, & Also salesperson's identity. Need aid measurements of emotional brand cooperation. All measurements absolutely impact client satisfaction & brand loyalty. (Marc & Bernd, 2017).

They are not capable with incorporate other accomplishment variables due to restriction of their model for example, such that price perception, habits, and brand attitude. The researcher chooses to explore the further research on price perception, habits attitude in Pakistan to fill the gap on the area of research.

Research Objective

Now a day's corporate brand equity and loyalty are important factors to the success of the organization, and also it is important that how these factors influence the customers related to brand and its loyalty.

Loyal client is taking part in an important role in complete image and it's vital for the organization's success, in which satisfaction is more important between an organization's success and loyalty of the customer, high satisfaction of customer build a strong relationship between organization and its BI.

Attitude of the client towards the complete and its connected factors conjointly powerful for organization success. But there is an also very powerful factor that is Rational and Emotional factors related to the client's satisfaction and BL, that how customer is rational to purchase those brands and how their emotional feelings are attach with those brands, and how their feelings force to purchase those brands.

The researcher objective is to fill the gap of prior research that enable to add and find those factors related to emotional and rational factors on customer satisfaction and brand loyalty on J.J & KHAADI in Pakistan. And also contribute with the exploration of those factors that are important for the organization success and brand loyalty

The researcher aims to find the relationship between emotional and rational factors on CS and BL. And also find those factors that are related to emotions of the customer and to find those factors that are increase the CS leads to BL. And also, the researcher aims to find the how price perception, habit and brand attitude influence of the customer satisfaction and that leads to brand loyalty within the Pakistan and how Pakistani customers habit towards the CS and BL and how much they are price conscious and how their attitude towards the satisfaction and loyalty of the brand.

Literature Review

Emotional Factors

As the motivation behind our examination isn't just to explore the impact of sane factors on mark value results as consumer loyalty and brand unwaveringness, we inspect achievement aspects that are thought and candidly assessed by clients as they demonstrate a more elusive nature. following to (Aaker D. A., 1991., p. 20), mark relationship as a rule can make an encouraging feeling or demeanor being firmly connected to a brand in clients' brains. Brand affiliations are likewise a strong establishment of upper hands as key properties which are related with a particular brand in an item class are difficult to be assaulted. Hence, the greater part of the accompanying four passionate variables is gotten from Aaker's fourth measurement of his image value structure.

Advertising Style

Promoting style, it is plainly accepted that publicizing by and large underlies a passionate assessment by clients, (Holbrook & Batra, 1987, p. 410) (Rossiter & Bellman, 2012., p. 293). Up until this point, promoting research in a marking setting concentrated essentially on client's view of publicizing Spending which was estimated and affirmed to positively effect on making brand value, (Villarejo-Ramos & Sánchez-Franco, 2005, p. 437) (Alex, 2012, p. 35) Promoting style portrays the constant organizations' conduct of publicizing plainly, particularly, and succinctly contrasted with other organizations' publicizing practices, (Cathelat & Ebguy, 1988.)

Brand Image

Mark picture is the "discernments about a brand as reflected by the brand affiliations held in shoppers' memory." Further, mark picture is thought to be candidly drawn nearer by clients, (Dobni & Zinkhan, 1990, p. 113) (Malär, Krohmer, Hoyer, & Nyffenegger, 2011, p. 41), and also be able to control brand fairness outcome (Aaker D. A., 1991.)

The Country of Manufacture Image

Image value in a career position of nation and of their fabricate picture of a brand and its items, (Chen & Su, 2012, p. 61). As a particular nation tends to create particular generalizations P or N, label entity firmly connected to a nation advantage or experience the ill effects of those generalizations (Essoussi & Merunka, 2007, p. 412) (Chen, Su, & Lin, 2011, p. 62) said by (Aaker D. A., . Managing brand equity, 1991., p. 128)As a particular nation tends to create particular generalizations (P or N), brands being firmly connected to a nation either advantage or experience the ill effects of those generalizations

Salesperson Perspective

Business person's identity as a factor in our examination demonstrate. Sales representative's identity is appointed to the passionate components of brand value results (Leischnig & Enke, 2011, p. 130) as the relationship to a sales representative underlies an individual judgment by every client or every individual from a modern purchasing focus as far as confidence, wellbeing, and sensitivity. These connections are normally in light of positive feelings and make supportive sentiments and dispositions, like, fulfillment by clients, (Baxter & Matear, 2004, p. 498)

Customer Satisfaction

A few gestures of consumer loyalty have advanced over the previous decade, (Johnson & Fornell, 1991, p. 3199) Exchange explicit fulfillment is developed an idea as a client's assessment of his or her involvement with, and responses to, a particular item exchange scene or administration expertise. This path commanded the advertising and shopper conduct writing through the mid of 1990s, (Oliver, 1997) (Yi, 1991, p. 78)

Price Perception

In the administration setting apparent cost is assuming huge part in basic leadership. Clients' view of cost has been contemplated in terms of value discernment, (Munnukka, 2005, p. 212) (Varki & Colgate, 2001, p. 480). price moderation appreciation (Bolton, Warlop, & Alba, 2003) and cost honesty (Bolton & Lemon, 1999). Cost is an imperative component in shoppers' buys; in this manner it affects customers' judgments with respect to benefit (Herrmann, Monroe, & Huber, 2007, p. 55)

Brand Attitude

BA should be characterized as "shopper's general assessment of a brand", (Olson & Mitchell, 2000). It is an appraisal around great or ominous reactions to label associated jolts or conviction (Murphy & Zajonc, 1993, p. 723) label state of mind has the most basic influence in client-based brand value. Since numerous years, mark state of mind has been an imperative subject of research in showcasing. Mentalities are steady and continuing inclinations to carry on. (Lane & Jacobson, 1995) (Olson & Mitchell, 2000). Subsequently, advertisers see it as the most imperative indicator of customer conduct towards an item or administration, (Olson & Mitchell, 2000).

Habit

The a part of "habit" has been confirmed to play a section in activity deliberate and continuation, (Chiu & Chang, 2012, p. 838), habit is influenced by emotional arousal it is leads by psychological thinking and leads to behavior in centering on behavioral deliberate, propensity covers to a programmed reaction. (Mascarenhas, Kesavan, & Bernacchi, 2006, p. 399) characterized propensity as the programmed conduct created amid the previous history of an individual, likewise alluding to an intuitive impact where a Specific conduct turns out to be more normal. The a part of propensity has been a key issue in social neuroscience investigate on state of mind conduct models, (Ajzen & Fishbein, 2000, p. 15)

Rational Factor

Conformity by Aaker the general nature of a brand is seen in various structures by clients for various enterprises. Be that as it may, it is a brand normal for high significance which is constantly quantifiable. Therefore, saw quality impacts clients' buy choices and in addition mark steadfastness goal. Hence, our initial three exogenous factors are gotten from this measurement.

Product Quality

That buyers which are satisfy with products execution as a rule lean toward this particular brand contrasted with different brands with poor item execution and have a tendency to be more faithful, (Taylor, Hunter, & Lindberg, 2017, p. 244). The beneficial outcome of item quality on mark value results, such as consumer loyalty and brand reliability has been theorized and affirmed by a substantial number of experimental B2B considers, (Van Riel, de, & S, 2005, p. 845) In this unique situation, item related quality measurements as dependability, sturdiness, distinctive highlights and also fit and complete fill in as assessment criteria, Conformity by Aaker.

Service Quality

Administrations quality angle additionally is by all accounts vital in business settings, (Van Riel, R, & C P, 2005, p. 1272) (Persson, 2010, p. 1272). Particularly after-deals execution as way as Specialized administration bolster is of high significance as long time period of machines will create supererogatory expenses. In this manner, benefit quality characteristics like unwavering quality, responsiveness, and capability said by Aaker, (1991)

Distribution Quality

Distribution quality has play a fundamental role on modern purchasers' image observations, (Mudambi, Doyle, & Wong, 1997). Conveyance quality joins angles like requesting, conveyance, and accessibility Thus, with regards to our examination, capital merchandise makers can expand mark value results as consumer loyalty and brand reliability by offering a sufficient dissemination nature of their products. It is expected that customers in a business, judiciously assess conveyance quality (Van Riel, de Mortanges, & Streukens, 2005, p. 845) (Mudambi, Doyle, & Wong, 1997), such as, it is unmistakably to be assessed if products are conveyed in time or at where they are required.

Relationship between rational factors & customer satisfaction

Product Quality

The beneficial outcome of product quality on mark value results, for example, consumer satisfaction and BL has been estimated and declared by an expansive number of exact examines, (Van Riel, de, & Streukens, 2005) (Cretu & Brodie, 2007). and also, to underlie a rational assessment by consumers because of the way that these measurements are unmistakable and, in this manner, quantifiable, (Jensen & Klastrup, 2008) capital merchandise makers' product quality assumes a noteworthy part in decidedly impacting brand value results like consumer loyalty, and brand unwaveringness of purchasers of capital products.

Service Quality

Can be a definitive authority fulfillment and brand dependability in the particular instance of capital merchandise makers' marketing endeavors. The general constructive outcome of administration quality on mark value results has been affirmed by different investigations, (Van Riel, de, & Streukens, 2005). Undifferentiated from product quality, benefit quality has a tendency to be more honestly and sincerely assessed by customers. (Jensen & Klastrup, 2008) as we see that the time fullness and adjusted work is measurable.

Distribution Quality

Spread Positively Quality Effects for Mechanical Purchaser for to Observation of Image, (Mudambi, Doyle, & Wong, 1997)

HI: *Rational brand quality, PQ, SQ and DQ and has a significant positive effect on CS.*

Relationship between Emotional factors & customer satisfaction

(Aaker D. A., 1991., p. 173). Said that, In the event that the promoting is working, the estimation of stability with time which can't be over determine. Particular setting of our investigation, purchasers of capital merchandise are thought to be emphatically impacted by a steady promoting style positively affecting their fulfillment and also mark dependability expectation.

Advertising style

It is obviously expected that promoting as a rule underlies a passionate assessment by clients, (Holbrook & Batra, 1987) (Rossiter & Bellman, 2012.). Publicizing research in a marketing setting concentrated principally on client's view of promoting Spending which was guessed and maintained to positively affect making label value, (Villarejo-Ramos & Sánchez-Franco, 2005) (Alex, 2012)

Brand Image

Further, BI is thought to be candidly drawn nearer by customers (Dobni & Zinkhan, 1990) (Malär, Krohmer, Hoyer, & Nyffenegger, 2011) furthermore, to have the capacity to impact brand value outcomes (Aaker D. A., 1991.) (Keller, 1993). Exchanged to our investigation, capital merchandise makers' BI assumes a vital part in emphatically affecting brand value results like consumer loyalty, and brand loyalty of purchasers of capital products.

Manufacture Image

The expansion of bi-national or mixture results of brands identified with the globalization, nation of fabricate picture acquires and more significance in marketing research, (Chao, 1998) (Insch & McBride, 2004) (Chen & Su, 2012).

As a particular nation tends to deliver particular generalizations, brands being firmly connected to a nation either advantage or experience the ill effects of those generalizations (Chen & Su, 2012). According to (Aaker D. A., 1991., p. 128) a "nation can be a solid image, as it has close associations with items, materials, and capacities." Therefore, a nation stirs particular feelings which are firmly connected to the feelings the individual brand excites by possible clients.

and also, we propose a beneficial outcome of nation of-produce picture on capital merchandise purchasers' fulfillment and brand unwaveringness in the setting of our investigation.

Sales Person Perspective

As it is essential to construct and grow an association with productive clients, individual offering acquires and more significance particularly with regards to marking, (Ahearne, Jelinek, & Jones, 2007) (Choi, Ying, & Sternquist, 2015) (Guesalaga & Kapelianis, 2015) the impact of salesperson's identity on clients' image assessment individually brand value results like consumer loyalty and brand dedication is settled in mechanical marking writing, (Van Riel, Mortanges, & Streukens, 2005) Exchanged to our examination, capital products makers' businessperson's identity decidedly impacts brand value results like consumer loyalty, and brand steadfastness of purchasers of capital merchandise.

Price Perception

(jiang & Rosenbloom, 2005, p. 165) the research worker found that there's a big and robust correlation between value perception and satisfaction and is also positive. This correlation of value perception and satisfaction is stronger with fulfillment. Almost, customers have more positive behavior about price perceptions when e-tailors provide more prominent for shopping convenience.

Brand Attitude

The showcasing written works advocate that there's a solid theoretical supporting for experimental investigation of the linkages among shopper loyalty, consumer unwaveringness, and profit. The commonly very little quantity of actual analysis performed on these connections thus far (Storbacka, Strandvik, & and Grönroos, 1994)

Habit

Research on the neurotransmitter frameworks in the cerebrum has demonstrated that the setting dependably connected with positive reaction result can advance propensity execution (Wood & and Neal, 2009). Extra proof from the advertising writing has demonstrated a critical connection between effect or fulfillment and saw propensity quality in the region of reusing conduct (Knussen, Yule, MacKenzie, & and Wells, 2004), natural product utilization conduct (De Bruijn, et al., 2007) and data frameworks related conduct (Limayem, Hirt, & and Cheung, 2007). Likewise, in the present examination, we position aggregate fulfillment as a driver of propensity quality in view of the customer's certain involvement with the utilization of the item.

H2: Emotional brand associations, advertising style, BI, MI, SPP, Habit, price perception and brand attitude and has a significant positive effect on customer satisfaction.

Relationship b/w Customer satisfaction with Brand quality

After the perception of rational brand quality has been done, then the subsequent will investigate the endogenous and develop consumer satisfaction. Consumer satisfaction is viewed because of brand value which are separately with its measurements and builds the exogenous (Aaker D. A., . Managing brand equity, 1991.). on the other hand, balanced brand quality and its measurements decidedly impact consumer satisfaction. Consumer satisfaction has a long custom

as an internal build in mechanical marking analysis. For instance, the constructive outcome of product related characteristics on consumer satisfaction has just been speculated and affirmed, (Da & Alwi, 2006). And also benefit quality was Speculated to be emphatically associated with consumer satisfaction, In this manner, this far reaching innovative dilemma enables us to foresee a positive impact of every exogenous which developed and caught by objective brand quality on consumer loyalty. This leads us to the accompanying following study of hypothesis:

H3: Customer satisfaction has a significant positive effect on brand loyalty.

Methodology

Method of Data Collection

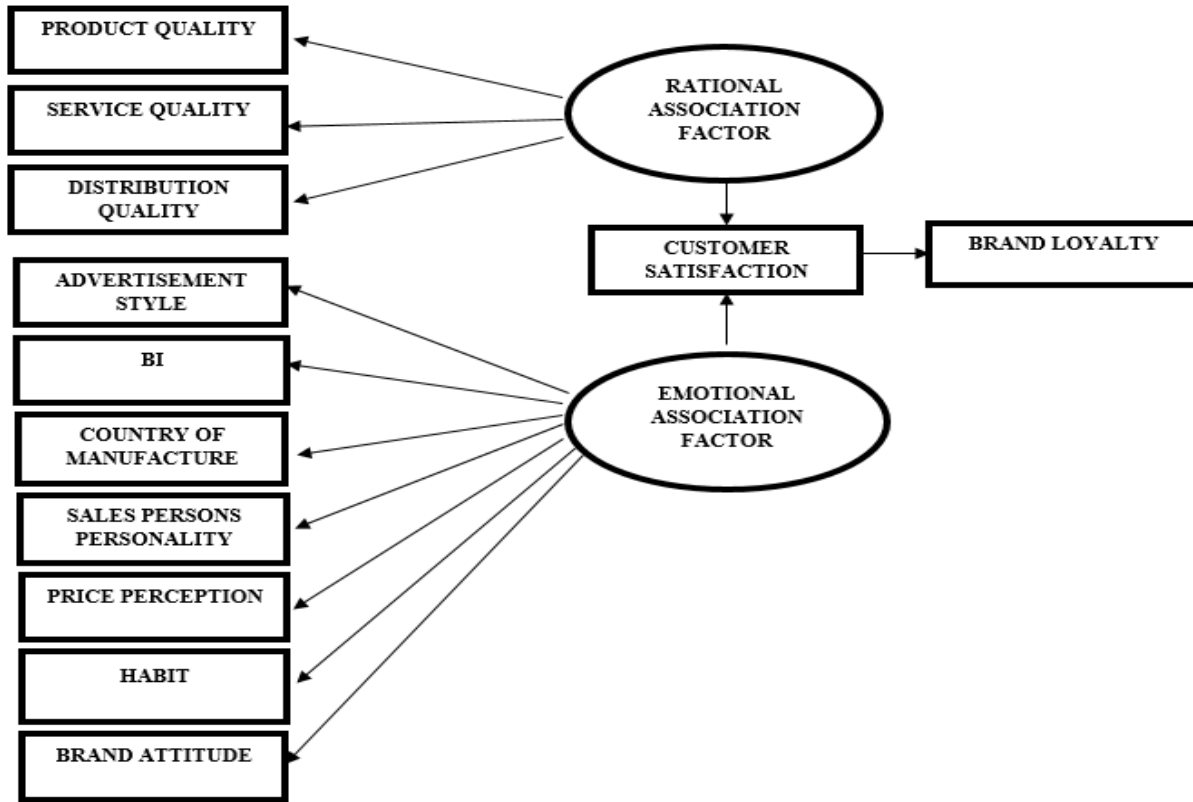
This paper seeks to study and examine the role Rational and Emotional factors of Customer Satisfaction and BL for this purpose, we have to investigate the relationship between them. The data collection is an important part to make the research auspicious and for this the data has been collected from various respondents who are aware about the collaborative Marketing, from a different universities and organizations. Student are the undergraduate and graduate student was fill the questionnaire Such as bachelor's Students B. Com, BBA and masters Students, different organization and other experts of the manufacturing firms working in Pakistan, have to fill the question paper.

The sample size of the study to collect the data is 300 respondents would give the information in an appropriate manner. The research technique which we used is quantitative approach and for this purpose, questionnaire has been designed which is based on 56 Questions that are inter linked with the collaborative Marketing practices. The collection of data makes the research extremely valuable for the manufacturing firms and marketing managers in a way that indicates the present requirements which should be incorporated to enhance the Marketing operations and for increasing the effectiveness of customer satisfaction and Brand loyalty.

Sampling

The survey will be conducted within a period of 5 weeks. In this methodology an empirical observation will take us to a result. Our study is quantitative so we are using this method. The technique which is adopted for sampling is convenience sampling technique. The sample size to collect the data is 300 respondents would give the information in an appropriate manner, through the Questionnaires and online Google form. We target respondents who are experts, and have some Specialization in marketing management and different background peoples and most of the data were collected by the students of university the survey will distribute in our target population. The data gathering is an important part to make the research constructive and that's why the demographic information which we determined for filling up the questionnaires include age group above than 20 years, have some work experience with a qualified degree of minimum bachelor's level.

Research Model



Statistical Technique

To make this research more valuable the statistical technique confirmatory factor analysis (CFA) is used to check the validity and reliability of the instruments. For the purpose of testing the hypotheses, we have used SPPSS software for regression analysis so that we measure up the calculation of ANOVA and Cronbach Alpha. For data coding of CFA and we have used Ms. Excel, SPPSS and AMOS software's. The results we get from these statistical methods are highly preferable for making this research accurate

Results and Discussion

Demographics

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	229	67.2	67.2	67.2
	Female	112	32.8	32.8	100.0
	Total	341	100.0	100.0	
Missing	System	00	00		
Total		414	100.0		

According to the study our data is mostly fill out by male which approximately 67.2% and 32.8% is female which frequency are 229 & 112 respectively.

Age Group

		Frequency	Percent	Valid Percent	Cumulative Percent
	below 20 years	86	25.2	25.2	25.2
	21 to 30	234	68.6	68.6	93.8
Valid	31 to 40	16	4.7	4.7	98.5
	41 to 50	2	.6	.6	99.1
	51 and above	3	.9	.9	100.0
	Total	341	100.0	100.0	
Missing	System	00	00		
Total		414	100.0		

According to the age group view our data is fallout from 21 to 30 years old people which frequency is 234 and in percent is 68.6%.

		Frequency	Percent	Valid Percent	Cumulative Percent
	below 5000	11	3.2	3.2	3.2
	5000 to 10000	3	.9	.9	4.1
Valid	11000 to 20000	16	4.7	4.7	8.8
	21000 to 30000	116	34	34.0	42.8
	others	195	57.2	57.2	100.0
	Total	341	100.0	100.0	
Missing	System	00	00		
Total		414	100.0		

On the above table our respondents had more than 30000 household incomes which frequency is 195 and in percent is 57.2%.

Qualification

		Frequency	Percent	Valid Percent	Cumulative Percent
	Matric	9	2.6	2.6	2.6
	Inter	95	27.9	27.9	30.5
Valid	bachelor	171	50.1	50.1	80.6
	Master	60	17.6	17.6	98.2
	diploma	6	1.8	1.8	100.0
	Total	341	100.0	100.0	
Missing	System	00	00		
Total		414	100.0		

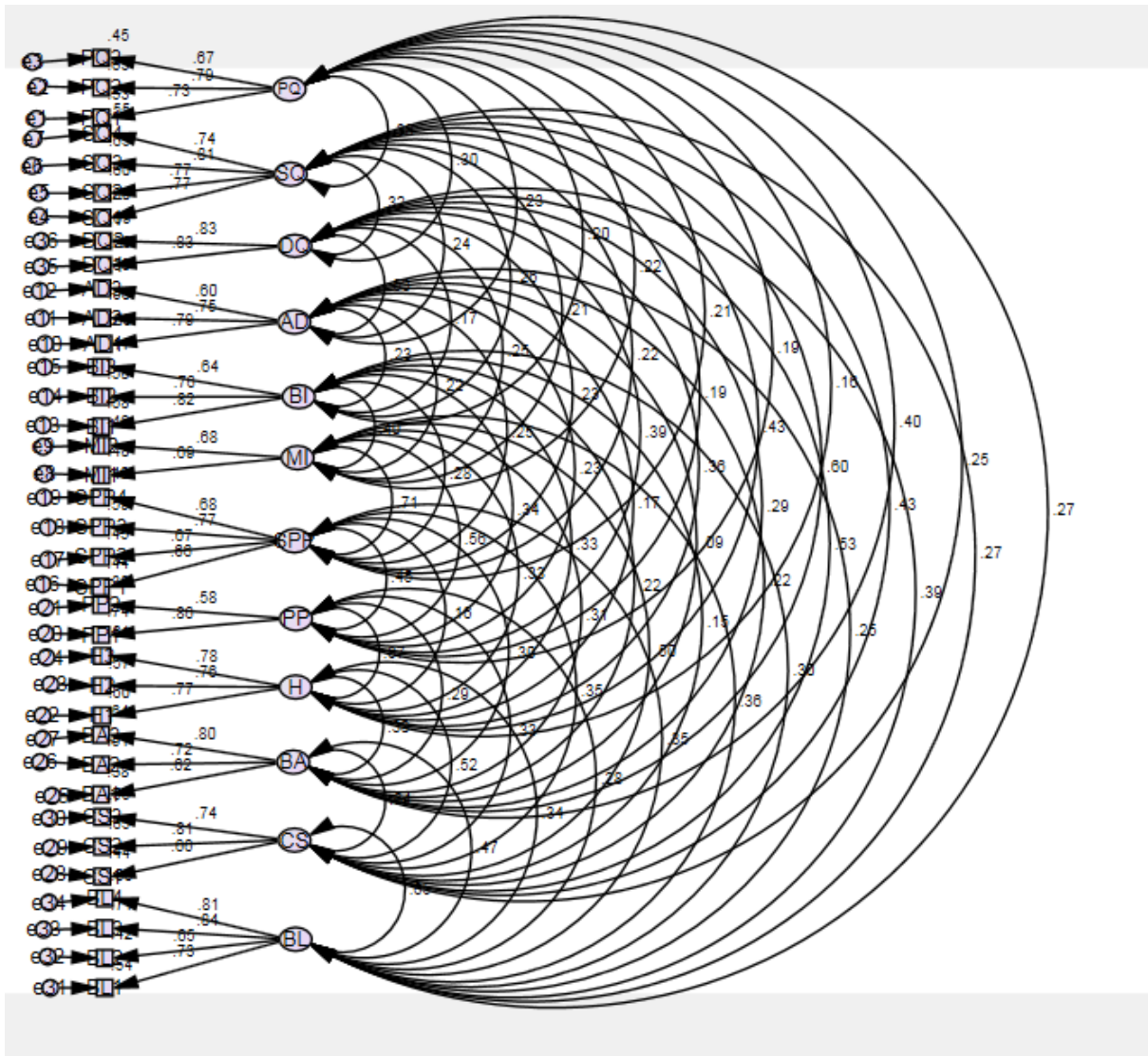
The qualification of our respondents is being bachelor degree which had 171 frequencies and 50.1% in percent.

Brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	KHAA	125	36.7	36.7	36.7
	DI	216	63.3	63.3	100.0
	J.J	341	100.0	100.0	
Missing	System	00	00		
Total		414	100.0		

The respondents are mostly use J.J which frequency is 216 and 63.3% in percent

Confirmatory Factor Analysis



Variables	Standardized Factor Loading (CFA-AMOS)	Construct Reliability		Convergent Validity Average Variance Extracted (AVE)	Construct Validity Discriminant Validity	
		Cronbach's alpha	Composite Reliability (CR)		Maximum Shared Variance (MSV)	Average Shared Variance (ASV)
Product Quality						
PQ1	.727					0.371
PQ2	.792	0.760	0.775	0.536	0.454	
PQ3	.673					
Service Quality						
SQ1	.772					0.368
SQ2	.774	0.855	0.857	0.600	0.439	
SQ3	.809					
SQ4	.741					
Distribution Quality						
DQ1	.827	0.816	0.816	0.689	0.423	0.319
DQ2	.833					
Advertisement style						
AD1	.794					0.338
AD 2	.750	0.747	0.759	0.516	0.398	
AD3	.596					
BI.						
BI1	.823					
BI2	.759	0.786	0.787	0.554	0.352	0.311
BI3	.639					
Manufacturing image						
MI1	.694	0.740	0.640	0.471	0.412	0.351
MI2	.678					
Sales persons personality						
SPPP1	.664					
SPPP2	.670	0.786	0.790	0.485	0.345	0.295
SPPP3	.770					
SPPP4	.676					
Price Perception						
PP1	.859	0.762	0.859	0.753	0.469	0.358
PP2	.876					
Habit						
H1	.772	0.814	0.815	0.595	0.417	0.381
H2	.758					
H3	.784					
Brand Attitude						
BA1	.620				0.362	
BA2	.717	0.751	0.757	0.512		0.330
BA3	.798					
Customer Satisfaction						
CS1	.662				0.387	
CS2	.809	0.778	0.770	0.531		0.366
CS3	.742					
Brand Loyalty						
BL1	.733					
BL2	.649	0.845	0.847	0.583	0.402	0.352
BL3	.843					
BL4	.815					
Reliability and Construct Validity Thresholds: [Suggested by Fornell and Larcker (1981)]		$\alpha > 0.70$ (Nunnally,1967)	CR > 0.70	i) AVE > 0.50 ii) CR > AVE	MSV < AVE	ASV < AVE

Model Fitness Test

Chi- square	P-Value	GFI	AGFI	CFI	CFI	RMSEA
2.785	.000	0.856	0.803	0.903	0.911	0.061

In the above table CMIN/DF value is accurate and in between (1-3) which means our model is fit and the value of RMSEA is 0.061 & less than 0.08 which also indicate that our model is fit.

Hypotheses Testing

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.598 ^a	.358	.336	.55543

a. Predictors: (Constant), CS, BI, PQ, AD, PP, SPP, SQ, H, DQ, MI, BA

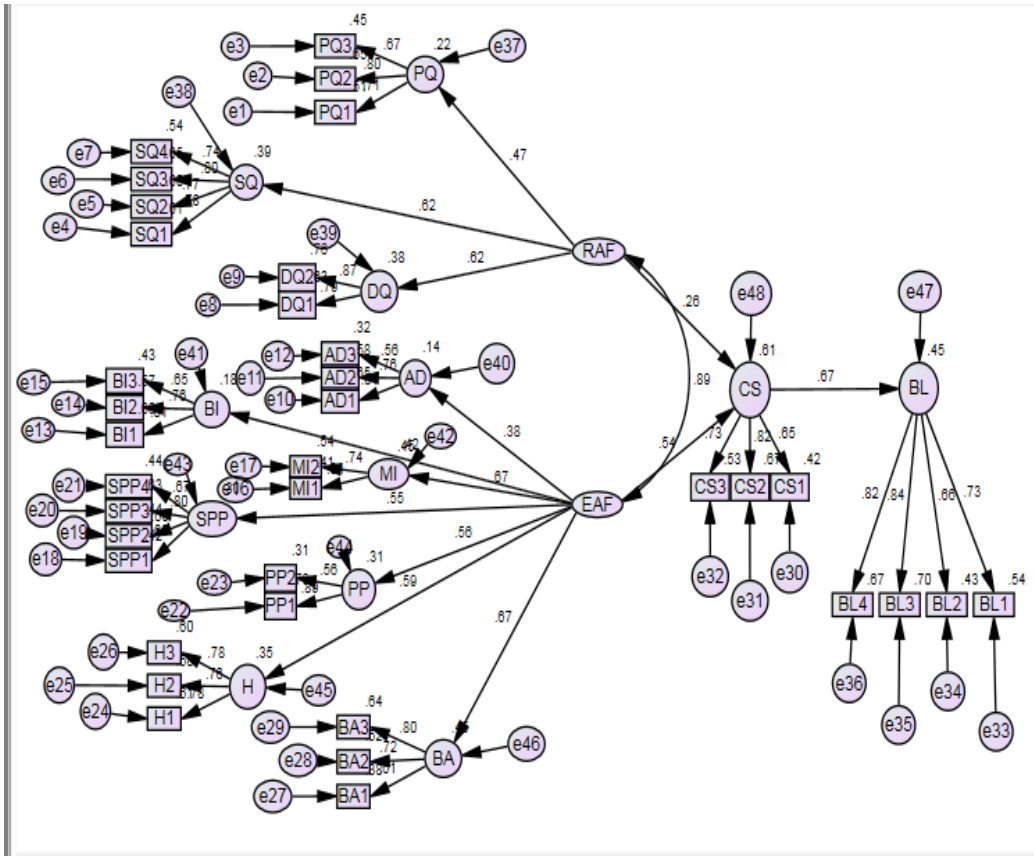
In this table R value indicate that how much correlation between independent variables and dependent variables and the above table show that there is 59.8% correlation. And the value of R square in this table explain independent variable effect to dependent variable and that is 35.8%.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	56.493	11	5.136	16.648	.000 ^b
	Residual	101.496	329	.308		
	Total	157.990	340			

a. Dependent Variable: BL

b. Predictors: (Constant), CS, BI, PQ, AD, PP, SPPP, SQ, H, DQ, MI, BA

Since the significant value of the ANOVA table is .000 so, this indicates that there is a positive relationship between Emotional factors & Rational factors of CS on BL



Hypothesis	Result
<i>H1: Rational brand quality, product quality, service quality, and distribution quality and has a significant positive effect on customer satisfaction</i>	Rejected
<i>H2: Emotional brand associations, advertising style, BI, MI, SPP, Habit, price perception and brand attitude and has a significant positive effect on customer satisfaction.</i>	Accepted
<i>H3: Customer satisfaction has a significant positive effect on brand loyalty.</i>	Accepted

Since the significant value of the Rational factor is 0.384 and greater than 0.05 so, we reject H1, and if we look individual variable of RF, the p-value of Product quality & service quality is 0.00 and less than 0.05 it means both are significant but Distribution quality doesn't show any value and on the other hand the H2 & H3, Emotional factor & CS-BL respectively, the values of both of them are 0.00 and less than the significant value of 0.05 so, we accept the H2 & H3.

Conclusion & Discussion

This paper seeks to study and examine the role Rational and Emotional factors of Customer Satisfaction and BL for this purpose, we have to investigate the relationship between them. The data collection is an important part to make the research auspicious and for this the data has been collected from various respondents have to fill the question paper. The sample size of the study to collect the data is 400 of which 341 respondents would give the information in appropriate manner. The research technique which we used is quantitative approach and for this purpose, questionnaire has been designed which is based on 38 Questions that are interlinked with the collaborative Marketing practices.

As because of limited time for research provided by supervisor is big limitation of research. As our research based on SMCG so, its create difficulty in collecting data so and it's also limitation of our research Our analysis is depends on having access to individuals, organizations, is denied or restricted in how, the explanations for this ought to be delineated .Because most of population lives in Karachi and outlets of the brand located in Karachi, So, we can easily collect data from them Because we observe from prior research that the prior researcher also filled out questionnaire for collecting data.

In the conclusion of the results the significant value of the Rational factor is not significant so, we reject H1, and if we look individual variable of RF, the p-value of Product quality & service quality is significant but Distribution quality doesn't show any value and on the other hand the H2 & H3, Emotional factor & CS-BL respectively, the values of both of them are significant so, we accept the H2 & H3.

As our study is that the primary one that clearly and comprehensively isolates between rational Factors and emotional Factors and our conceptualization might serve as a beginning point for encourage experimental investigate in this particular region. In Spite of the fact that we broadly considered and conceptualized the measurements of rational Factors and emotional Factors our results are subject to a few restrictions. Due to the complexity of our proposed examination demonstrate, we were not able to incorporate other victory factors such as Brand value, Word of mouth and Brand orientation considering particularly of emotional brand associations, future research need to take other measurements beneath attention.

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