

IMPACT OF MARKETING STRATEGIES ON BRAND LOYALTY

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**UGANDA CHRISTIAN
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DECLARATION

I hereby declare that this dissertation is a result of my efforts and has not been submitted for any award in any university or institution.

Signature:.....

Date:

Dorica Apayi

APPROVAL

This is to certify that this work has been done under my supervision and submitted for examination with my approval and concern

Signature:.....

Date:

Mr Arthur Nuwagaba
Supervisor.

DEDICATION

I dedicate this work to my dearest dad Mr. Ogara Maskin Claude for unending support and pieces of advise that he always offered and to my supervisor Mr. Arthur Nuwagaba who offered maximum guidance throughout the study. The lecturers for the continuous encouragement in course of my studies and completion of this research project towards success.

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ABSTRACT

This research the impact of marketing strategies on brand loyalty in Uganda. The study adopted a cross-sectional survey design to sample for the study. This method involved random selection of respondents who were administered with questionnaires. Relevant conceptual, theoretical and empirical literature was reviewed. The target population of the study comprised selected customers in selected firms in Uganda. The questionnaire administered was three hundred and ten (310) copies and three hundred copies (300) retrieved which constitute the sample size. Findings revealed that there is a significant impact of marketing strategies on brand loyalty. The finding of the study also reveals that intense competition makes it challenging to develop marketing strategies that differentiate a brand and foster loyalty. In addition, the finding of the study also reveals that building strong relationships with customers through personalized interactions and tailored offerings is one of the most effective marketing strategies used by businesses to build brand loyalty. The findings of the study also reveal that there is a significant relationship between marketing strategies and brand loyalty. The finding of the study also reveals that creating memorable experiences for customers, such as events, webinars, or workshops, to build brand affinity is one of the most effective marketing strategies used by businesses to build brand loyalty. The findings of the study reveal that marketing strategies can directly influence brand loyalty by creating emotional connections, building trust, and providing value to customers. It was therefore concluded that marketing strategies is significantly related to brand loyalty in Uganda. It was recommended that businesses should develop comprehensive marketing strategies that incorporate a variety of techniques such as digital marketing, content marketing, and social media engagement. A holistic approach will ensure a wider reach and more significant impact on brand loyalty.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

In today's highly competitive business environment, companies are constantly seeking ways to differentiate themselves and create a loyal customer base (Kotler et al., 2009). Brand loyalty is a crucial aspect of a company's success, as it leads to repeat purchases, positive word-of-mouth, and ultimately, increased revenue (Aaker, 1991). Marketing strategies play a vital role in building and maintaining brand loyalty (Chaudhuri & Holbrook, 2001).

According to the challenges of business, organizations attempt to attract new customers and have adopted the strategy of keeping the current customers and inspiring their loyalty. Therefore, the customer satisfaction is not sufficient and marketer must attempt to improve and promote their loyalty more and more. In such a paradigm, the objective is to establish long-term relationships with beneficiaries and customers, so that more customers will be kept and fewer will be lost. In this case, market share and organization profitability will be guaranteed (Osman, Hemmington, & Bowie, 2009; Yoo, 2008). Since most of the markets are at maturity, the competition and costs of attracting new customers are sharply rising. Moreover, the markets, in this day and age, are full of products which show no significant physical difference. Therefore, creating an appropriate characteristic through brand will draw a great distinction between products and services. Brands reduce safety and social and financial risks of customers in buying products. These risks are considered as effective factors in evaluating the product before buying it (Doaei, Kazemi, & Hosseini Robat, 2011). As a result, the company will succeed in the market and competitive advantage will be gained (Lee & Back, 2010; Low, & Bloisb, 2002).

Brand loyalty has been considered as one of the main structures of marketing quite a while and since the loyal customers do not need promotional attempts, brand loyalty plays an important role in providing long-term benefits for the organization. These loyal customers are willing to pay more for gaining advantages and qualities of their favorite brand (Clotey, Collier, & Stodnick, 2008). Organizations can receive more shares from the market through brand loyalty since loyal customers buy that brand repeatedly and resist situational factors and marketing attempts of

competitors (Yoo, 2008). The loyalty of satisfied customers will increase the bargaining power of the company with other beneficiaries and shareholders like suppliers and will enable the company to demand special investments which lead to low risk and cost production, improvement of financial results, and faster market penetration (Torres, & Trib , 2011). Therefore, having knowledge and skills about marketing in business is one of the capabilities that are required for success in the competition (Karbasi Var, Taheri Kia, & Band Pei, 2011).

Today, companies attempt to live on with the help of customer satisfaction and more sale and profit through market researches and identification of customers' needs in the current world of competition. Therefore, one of the ways of achieving the mentioned objectives is to analyze the concept of marketing mix in any kind of business (Fakhimi Azar, Akbari Vanehabad, & Rasouli, 2011). Any sort of marketing has impact on brand loyalty and marketing mix elements are a set of controllable marketing variables in the hands of managers and decision-makers of the company. If the relationships between these elements and brand loyalty and especially its aspects are determined, the decision-makers of the company will easily decide upon how to employ marketing mix elements to gain the highest brand value and stable profit. In order to accomplish these purposes, appropriate marketing mix plays a leading role in implementing the strategies of business marketing (Khodadad Hosseini & Rezvani, 2009).

Marketing strategy consists of three elements: target market selection, marketing mix implementation, and strategy adjustments. The target market is considered to be the group of customers whose patronage is sought because of profit expectations (Drossos et al., 2011). The marketing mix is the particular combination of marketing variables which is employed to solicit the patronage of the target market. Adjustments or changes in components of the other two elements of the marketing strategy must be made to keep the strategy abreast of changing market conditions. There are three main objectives in marketing (Yu, 2006). 1) to create awareness and ensure an intended audience understands the basic concept behind the idea and its relevance to them; 2) to reduce or remove barriers surrounding the idea so that a proposed action takes minimal effort; and 3) to develop and manage relationships with the intended audience. Marketing always focuses on the audience's perspective. A target audience is defined using a specific set of values and interests, including demographics, geographic segmentation, behaviors, political values, social status and other variables determined by the required context. An ideal target audience is made of decision makers and/or influencers, who will ultimately be in charge of fulfilling the call to action.

To do this, marketing professionals bridge, amongst others, psychology, sociology and graphic design principles in order to create a clearly-defined message for the target audience (Pandey, 2012). The message precedes the call to action. The message is the information intended for the audience to know, built in a tone that appeals to their values. For example, messages of hope have in general more impact than messages of doom to inspire audiences to take action. Given the recent changes in the business environment, sticking with existing model is unlikely to work. All organizations need to be nimbler and more responsive, and it is vital that they are more reactive to ideas and input from customers than they have been in the past. All must be prepared to test out new ideas in their model of delivery, and not just for innovation's sake, but in order to survive (Pandey, 2012). It is important for organizations to be clear which model they are working to, rather than just assuming a model will emerge by putting disciplines of marketing, sales, and service to task.

Uganda, with its growing economy and increasing consumer base, presents a unique opportunity for businesses to develop effective marketing strategies that foster brand loyalty (Uganda Bureau of Statistics, 2020). However, despite the importance of brand loyalty, there is limited research on the impact of marketing strategies on brand loyalty in Uganda (Mwesigye, 2017). Previous studies have explored the relationship between marketing strategies and brand loyalty in various contexts (e.g., Dick & Basu, 1994; Oliver, 1999). However, the Ugandan market presents a distinct environment, with its own set of cultural, economic, and social factors that influence consumer behavior (Kiggundu, 2002). Therefore, it is essential to investigate the impact of marketing strategies on brand loyalty in the Ugandan context.

1.2 Statement of the Problem

In today's highly competitive business environment, companies continually seek effective marketing strategies to enhance brand loyalty and despite the extensive research on marketing strategies and their various impacts, the direct relationship between specific marketing strategies and brand loyalty remains inadequately explored. Marketing strategies encompass a wide range of activities designed to promote products and services, including advertising, sales promotions, public relations, and digital marketing (Armstrong & Kotler, 2020). The rapid advancement of

digital technologies has transformed traditional marketing approaches, introducing novel strategies such as social media marketing, influencer marketing, and content marketing (Chaffey & Ellis-Chadwick, 2019). These modern strategies aim to create a deeper engagement with consumers, yet their effectiveness in fostering brand loyalty is still under debate.

Moreso, measuring brand loyalty presents significant challenges due to its multifaceted nature. Traditional metrics such as repeat purchase behavior and customer retention rates provide limited insights into the emotional and psychological aspects of loyalty (Oliver, 1999). Furthermore, the dynamic consumer market, characterized by changing preferences and increasing access to information, complicates the assessment of loyalty over time (Dick & Basu, 1994). Also, digital marketing strategies have become integral in reaching and engaging consumers in the digital age. Social media platforms, for example, offer businesses the opportunity to interact with customers directly and build community around their brand (Mangold & Faulds, 2009). However, the effectiveness of these strategies in cultivating brand loyalty varies widely across different industries and consumer demographics (Hollebeek, Glynn, & Brodie, 2014).

In addition, the consumer experience plays a pivotal role in shaping brand loyalty. Positive experiences, facilitated by personalized marketing efforts, can enhance emotional connections with the brand (Schmitt, 1999). Conversely, negative experiences can significantly undermine loyalty, regardless of the marketing strategies employed (Bitner, 1990). The challenge lies in consistently delivering positive experiences across various touchpoints. Despite the recognized importance of marketing strategies in building brand loyalty, there is a lack of comprehensive studies that evaluate the effectiveness of different strategies in various contexts. Previous research has predominantly focused on isolated elements of marketing without considering the holistic impact on brand loyalty (Aaker, 1991). This study aims to fill this gap by systematically analyzing how different marketing strategies influence brand loyalty across diverse consumer segments in Uganda.

1.3 Objective of the Study

The main aim of this study is to examine the impact of marketing strategies on brand loyalty with specific references to firms in Uganda;

1. To determine the effectiveness of marketing strategies on brand loyalty
2. To identify the challenges of marketing strategies in brand loyalty
3. To identify the most effective marketing strategies used by businesses to build brand loyalty
4. To ascertain the relationship between marketing strategies on brand loyalty

1.4 Research Questions

The following questions guided this study;

1. What is the impact of marketing strategies on brand loyalty?
2. What are the challenges of marketing strategies in brand loyalty?
3. What are the most effective marketing strategies used by businesses to build brand loyalty?
4. What is the relationship between marketing strategies on brand loyalty?

1.5 Research Hypotheses

The following were hypothesized;

Hypothesis 1

H0: There is no significant impact of marketing strategies on brand loyalty

H1: There is a significant impact of marketing strategies on brand loyalty

Hypothesis 2

H0: There is no significant challenges of marketing strategies in brand loyalty

H1: There is a significant challenges of marketing strategies in brand loyalty

Hypothesis 3

H0: There is no significant effective marketing strategies used by businesses to build brand loyalty

H1: There is a significant effective marketing strategies used by businesses to build brand loyalty

Hypothesis 4

H0: There is no significant relationship between marketing strategies on brand loyalty

H1: There is a significant relationship between marketing strategies on brand loyalty

1.7 Rationale/Justification of the Study

Brand loyalty plays a crucial role in the economic stability and growth of businesses. Loyal customers are more likely to make repeat purchases, refer others, and exhibit less price sensitivity, which enhances revenue stability and profitability (Kotler & Keller, 2016). In Uganda, a burgeoning market with increasing consumerism, understanding how marketing strategies can foster brand loyalty is vital for both local and international businesses aiming to establish a foothold in the market.

1.8 Significance of the Study

Understanding the impact of marketing strategies on brand loyalty is of paramount importance for both scholars and practitioners in the field of marketing. This study aims to bridge existing gaps in literature and provide actionable insights for enhancing brand loyalty through effective marketing strategies. The significance of this research can be delineated across several key dimensions:

Despite extensive research on marketing strategies, there is a notable lack of comprehensive studies that systematically examine the relationship between various marketing tactics and brand loyalty across different contexts. Previous studies have often focused on isolated aspects of marketing or have been limited to specific industries or demographics. This study addresses these gaps by providing a holistic analysis of how diverse marketing strategies, both

traditional and digital, influence brand loyalty. By integrating findings from various strands of literature, this research offers a unified framework that enriches our understanding of the subject.

This study contributes to the academic body of knowledge by advancing theoretical frameworks related to brand loyalty and marketing strategies. It explores the dynamic interplay between consumer behavior, marketing efforts, and brand loyalty, incorporating contemporary concepts such as digital engagement and experiential marketing. By synthesizing existing theories and introducing new perspectives, the research lays a foundation for future studies and encourages further exploration into the mechanisms that drive brand loyalty.

For practitioners, the findings of this study are invaluable in shaping effective marketing strategies. The research identifies which strategies are most effective in cultivating and sustaining brand loyalty across different consumer segments. For instance, it examines the role of social media marketing, influencer collaborations, and personalized customer experiences in enhancing brand loyalty. By offering evidence-based recommendations, the study empowers marketers to allocate resources more efficiently, optimize their marketing mix, and design campaigns that resonate with their target audiences, thereby fostering long-term customer loyalty.

In an era of increasing competition and rapidly evolving consumer preferences, businesses must adopt strategies that not only attract customers but also retain them. This study provides strategic insights that can help companies develop customer-centric approaches, enhance brand value, and build sustainable competitive advantages. By understanding the factors that drive brand loyalty, businesses can create more compelling value propositions, improve customer satisfaction, and strengthen their brand equity. This strategic focus is essential for maintaining relevance and achieving long-term success in a crowded marketplace.

The findings of this study have implications for marketing education and training. By highlighting the importance of integrated marketing strategies and their impact on brand loyalty, the research can inform the curriculum of marketing programs at various educational institutions. It encourages the inclusion of contemporary practices and technologies in marketing education, preparing future marketers to tackle the challenges of the digital age effectively. Additionally, the study can serve as a reference for marketing professionals seeking to enhance their knowledge and skills in building and sustaining brand loyalty.

Ultimately, this study underscores the importance of a consumer-centric approach in marketing. By emphasizing the role of customer experience and engagement in fostering brand

loyalty, it advocates for strategies that prioritize consumer needs, preferences, and emotions. This shift towards a more empathetic and responsive approach to marketing is essential for building trust and long-lasting relationships with customers. It encourages businesses to move beyond transactional interactions and focus on creating meaningful and memorable experiences that resonate with their audience.

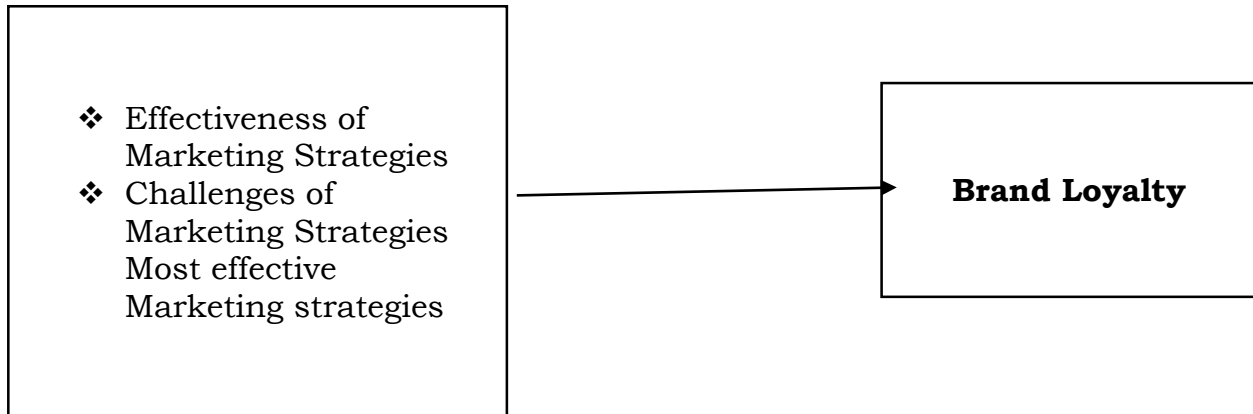
In sum, this study is significant because it not only enhances our understanding of the relationship between marketing strategies and brand loyalty but also provides practical insights and strategic guidance that can drive business success in today's competitive landscape. Through its contributions to theory, practice, and education, the research aims to inspire innovation and excellence in marketing practices, ultimately benefiting both businesses and consumers.

1.9 Scope of the Study

This study investigates the impact of marketing strategies on brand loyalty within firms in Uganda. The scope is designed to provide a detailed examination of how various marketing tactics influence consumer loyalty in the Ugandan market. The study was conducted within Uganda, covering key urban and semi-urban areas where major firms operate. The focus included cities such as Kampala, Entebbe, Jinja, and Mbale, as these locations represent significant economic hubs and are home to a diverse consumer base. This geographical focus allows the study to capture regional variations in consumer behavior and the impact of localized marketing strategies. The research concentrated on several key industries prevalent in Uganda, including Consumer Goods such as Food and beverages, household products, and personal care items, Technology such as Mobile phones, electronics, and digital services, Fashion and Retail such as Clothing, footwear, and accessories and Hospitality such as Hotels, restaurants, and entertainment venues. The research was conducted over a period of 4 months, allowing sufficient time for data collection, analysis, and reporting. The timeline includes preparatory work, field data collection, data analysis, and report writing, ensuring a thorough investigation of the topic.

1.10 Conceptual Framework

1.10.1 Conceptual Framework



The conceptual framework depicted in Figure 1 illustrates the relationship between marketing strategies and brand loyalty within firms. This framework which pays attention to the research objectives serves as a theoretical model that demonstrates how different aspects of marketing strategies influence the level of brand loyalty among customers.

1.10.2 Theoretical Framework

Theoretical Framework

The theoretical framework for examining the relationship between marketing strategy and brand loyalty draws on several foundational theories in marketing and consumer behavior. These theories provide a structured understanding of how marketing strategies influence brand loyalty and guide the empirical investigation of this relationship. The key theories include the **Theory of Planned Behavior (TPB)** and **Relationship Marketing Theory**,

1. Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB), developed by Ajzen (1991), is instrumental in understanding how marketing strategies influence brand loyalty. TPB posits that an individual's intention to perform a behavior is the primary predictor of actual behavior, and this intention is influenced by three factors: attitude toward the behavior, subjective norms, and perceived behavioral control.

- **Attitude toward the Behavior:** In the context of brand loyalty, a consumer's attitude towards a brand can be shaped by marketing strategies such as brand positioning and promotional

activities. Positive attitudes towards a brand, fostered through effective marketing, can lead to higher loyalty (Ajzen, 1991).

- **Subjective Norms:** Marketing strategies that leverage social influence, such as testimonials and influencer endorsements, can impact subjective norms and thereby affect brand loyalty (Fishbein & Ajzen, 1975).
- **Perceived Behavioral Control:** Marketing strategies that enhance customer experience and facilitate easy access to products (e.g., user-friendly websites, convenient service) can increase consumers' perceived control and influence their loyalty (Ajzen, 1991).

2. Relationship Marketing Theory

Relationship Marketing Theory emphasizes the importance of building and maintaining long-term relationships with customers. This theory suggests that effective marketing strategies focus on creating and nurturing relationships rather than just acquiring new customers (Berry, 1983; Morgan & Hunt, 1994).

- **Customer Relationship Management (CRM):** CRM strategies, which involve personalized communication and tailored services, play a crucial role in enhancing customer satisfaction and fostering brand loyalty (Peppers & Rogers, 2011). According to this theory, the development of strong customer relationships leads to increased trust, satisfaction, and loyalty (Morgan & Hunt, 1994).
- **Commitment and Trust:** Relationship marketing strategies aim to build commitment and trust between the brand and its customers. High levels of commitment and trust enhance brand loyalty, as customers are more likely to remain loyal to brands that they trust and feel committed to (Dwyer, Schurr, & Oh, 1987).

Integration of Theories

Integrating these theories provides a comprehensive framework for understanding the relationship between marketing strategy and brand loyalty:

- **TPB** helps explain how marketing strategies influence customer intentions and behaviors related to brand loyalty.
- **Relationship Marketing Theory** highlights the role of customer relationships and trust in enhancing brand loyalty.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

The preoccupation of this chapter is the review of literature in order to explore the contributions from various authors on the theme of marketing strategies and brand loyalty. The review is divided into conceptual review, theoretical framework and the empirical review of previous works on the various themes of this study.

2.1 Conceptual Review

2.1.1 Brand Loyalty

Nowadays, brand is considered as a strategic requirement of organizations which stabilizes them in placing more value on customers and developing competitive advantages (Gilani Nia & Mousavian, 2010). The concept of brand is defined as a name, term, sign, symbol, or design or a combination of them which is intended to identify the goods and services of one seller or a group of sellers and to differentiate them from those of competitors (Eckert, Louviere, & Islam, 2012, 2012). For consumers, brands are used to determine producers, products, product value, and the image of the company and are converted into a device for purchasing decisions (Sheng, & Teo, 2012; Wang, & Tzeng, 2012).

Brand loyalty is one of the authentic and famous concepts in marketing and it refers to maintaining customer's deep commitment to re-buy and select a product or service from a particular brand and repeats it continually in the future (Chandon, Leo, & Philippe, 1997). The main objective of brand management is to develop loyalty in the customer (Boo, Busser, & Baloglu, 2009). A loyal customer refers not only to its favorite organization frequently to buy products or use services, but also plays an important role in increasing profit and improving the organization image in the minds of potential customers through advertising products and services of the organization for kinsfolk, friends, and other people (Gharechah & Dabooeian, 2011). In general, researchers have defined brand loyalty as a deep commitment to re-buy a preferred service or product consistently in the future, despite situational influences and marketing efforts to change behavior (Baldauf, Cravens, Diamantopoulos, & Zeugner-Roth, 2009; Camarero, Garrido, &

Vicente, 2010; Chattopadhyay, Dutta, & Sivani, 2010). In fact, brand loyalty refers to the priority and first choice of customers for choosing the company which provides products and services; thus, it makes the customers reuse those products and services and be committed to recommend them to others (Biedenbach, Bengtsson, & Wincent, 2011). Brand loyalty leads to some marketing benefits like reducing cost, profitability, and positive word-of-mouth advertising (Chen, Su, & Lin, 2011), building barriers to competitors, strengthening the company in case of competitive threats, increasing sale and outcome, and reducing customers' sensitivity towards the competitors' marketing attempts (Sahin, Zehir, & Kitapç, 2011). Loyal customers show more desirable reaction to a particular brand than disloyal customers (Chattopadhyay et al., 2010). Loyalty is described through attitudinal indexes of trust, enthusiasm and tendency to re-buy a brand as the first choice (Tasci & Guillet, 2011).

2.1.2 Marketing Strategy

A marketing strategy is a comprehensive plan formulated by a business to achieve its marketing objectives and enhance its competitive position in the market. It encompasses a series of integrated actions and decisions aimed at attracting, engaging, and retaining customers, ultimately driving profitability and growth. Marketing strategy can be defined as a long-term, forward-looking approach to planning with the fundamental goal of achieving a sustainable competitive advantage (Porter, 1985). It involves understanding customer needs and preferences, analyzing competitive dynamics, and deploying a mix of marketing tactics to deliver superior value to target customers. The importance of a well-crafted marketing strategy lies in its ability to guide businesses in identifying market opportunities, optimizing resource allocation, and establishing a clear roadmap for achieving marketing and business goals (Kotler & Keller, 2016). A robust marketing strategy ensures that all marketing efforts are aligned with the overall business objectives, thereby enhancing efficiency and effectiveness.

Marketing strategy consists of three elements: target market selection, marketing mix implementation, and strategy adjustments. The target market is considered to be the group of customers whose patronage is sought because of profit expectations (Drossos et al., 2011).

2.1.2.1 Target market Selection

Target market selection is the process of evaluating the attractiveness of each market segment and choosing one or more segments to enter (Lamb, Hair, & McDaniel, 2013). It involves assessing various market segments to determine which ones the company can serve most effectively and profitably. The importance of target market selection lies in its ability to help firms focus their marketing efforts on the most promising opportunities, ensuring that resources are used efficiently and that marketing strategies are tailored to meet the needs and preferences of the chosen segment. This decision is critical as it determines where the firm's marketing efforts and resources will be focused. Selecting the right target market involves assessing factors such as segment size, growth potential, competitive intensity, and alignment with the firm's capabilities. By selecting a well-defined target market, companies can:

- **Enhance Marketing Efficiency:** Focusing on a specific target market allows companies to design marketing messages and campaigns that are more relevant and compelling to that audience, reducing wasted effort and resources (Kotler & Armstrong, 2018).
- **Increase Customer Satisfaction:** Tailoring products and services to the needs of a specific market segment can lead to higher customer satisfaction and loyalty, as the offerings are more closely aligned with consumer desires (Hawkins, Best, & Coney, 2012).
- **Gain Competitive Advantage:** By understanding and serving a well-defined target market better than competitors, companies can create a unique value proposition that differentiates them in the marketplace (Porter, 1985).

Steps in Target Market Selection

The process of target market selection typically involves several key steps:

1. **Market Segmentation:** The first step in target market selection is to divide the broad market into smaller, more manageable segments based on shared characteristics. Segmentation can be based on various criteria, including demographic, geographic, psychographic, and behavioral factors (Kotler & Keller, 2016).
 - **Demographic Segmentation:** Divides the market based on variables such as age, gender, income, education, and family size (Schiffman & Kanuk, 2010). For instance, a company might target middle-aged professionals with disposable income.

- **Geographic Segmentation:** Involves segmenting the market based on location, such as country, region, city, or neighborhood (Lamb, Hair, & McDaniel, 2013). For example, a clothing brand might focus on urban areas with a high population density.
 - **Psychographic Segmentation:** Categorizes consumers based on their lifestyles, values, interests, and attitudes (Mowen & Minor, 2009). For example, a company might target health-conscious individuals who prioritize organic products.
 - **Behavioral Segmentation:** Segments the market based on consumer behaviors, such as purchasing patterns, brand loyalty, usage rate, and benefits sought (Keller, 2003). For instance, a technology company might target early adopters of new gadgets.
2. **Evaluating Market Segments:** Once segmentation is complete, the next step is to evaluate the attractiveness of each segment based on several criteria:
- **Segment Size and Growth:** Assess the current size of the segment and its growth potential. Larger and growing segments are generally more attractive (Kotler & Armstrong, 2018).
 - **Segment Structural Attractiveness:** Evaluate the competitive intensity, the presence of substitute products, and the power of buyers and suppliers within the segment (Porter, 1980). A segment with low competition and favorable structural characteristics is more attractive.
 - **Company Objectives and Resources:** Consider the company's objectives, strengths, and resources to ensure that the segment aligns with its strategic goals and capabilities (Aaker, 2008). For example, a company with strong technological expertise might focus on tech-savvy consumers.
3. **Selecting the Target Market:** Based on the evaluation, companies choose one or more segments to target. The selection can follow different strategies:
- **Undifferentiated Marketing:** Also known as mass marketing, this strategy targets the whole market with a single marketing mix. It is suitable for products with widespread appeal (Kotler & Keller, 2016).
 - **Differentiated Marketing:** Involves targeting multiple segments with tailored marketing mixes for each segment. This strategy allows firms to address the specific needs of different customer groups (Kotler & Armstrong, 2018).
 - **Concentrated Marketing:** Focuses on a single, well-defined segment with a specialized marketing mix. This strategy is effective for firms with limited resources aiming to dominate a niche market (Kotler & Keller, 2016).

- **Micromarketing:** Tailors products and marketing programs to individual customers or small groups. This approach leverages technology and data analytics to create highly personalized offerings (Keller, 2003).
- 4. **Developing a Positioning Strategy:** Once the target market is selected, companies develop a positioning strategy to create a unique image and identity for their brand in the minds of the target customers. This involves identifying the key benefits and attributes that differentiate the product from competitors and communicating this positioning through various marketing channels (Kotler & Keller, 2016).

Practical Implications and Challenges

Effective target market selection requires a deep understanding of consumer behavior, market dynamics, and competitive forces. Some practical implications and challenges include:

- **Market Research:** Conducting thorough market research to gather data on consumer preferences, market trends, and competitive landscape is crucial for informed decision-making (Malhotra & Birks, 2007).
- **Flexibility and Adaptation:** Markets are dynamic, and consumer preferences can change rapidly. Companies must remain flexible and ready to adapt their target market strategies in response to new information and changing conditions (Day, 1994).
- **Ethical Considerations:** Ensuring that target market selection practices are ethical and do not discriminate against or exploit any consumer groups is essential for maintaining brand reputation and consumer trust (Smith, 2011).

In sum, Target market selection is a vital component of marketing strategy that enables companies to focus their efforts on the most promising consumer segments. By carefully segmenting the market, evaluating potential segments, and developing targeted marketing strategies, firms can enhance their competitiveness, improve customer satisfaction, and achieve sustainable growth.

2.1.2.2 Marketing Mix Implementation

Marketing refers to searching for the most appropriate market and the sections that the organization can be more effective and useful and fulfill the needs of people. In other words, marketing is the conscious attempt to allocate resources and establish allocation in the market

(Rousta et al., 2004). The concept of marketing mix was first proposed by Neil Borden in 1949. However, the most common variables in marketing mix (product, price, distribution and promotion) were introduced by McCarthy and were known as 4Ps. Until now, there has been no considerable change in the concept of marketing mix and in many researches, 4P is still the coordination concept that other aspects of marketing are organized around it. The most common definition of marketing mix in target market is to offer the proper product at a reasonable price in the proper place and time. To put it another way, marketing decision variables in different models of marketing mix provide a framework through which the business develop plans for its marketing activities (Khodadad Hosseini & Rezvani, 2009). Marketing mix indicates the fundamental activities of marketing managers. After selecting a target market, the marketing managers must develop a systematic plan for selling to customers and establishing long-term and loyal relationships. Marketing plan includes decisions on product, price, promotion and distribution. These are the most important parts that marketing managers must allocate company resources to them to achieve the objectives of sale and profitability (Garavand, Nourayi, & Saeed Arasi, 2010). The marketing mix, commonly referred to as the 4Ps—Product, Price, Place, and Promotion—constitutes the tactical elements of a marketing strategy.

Product: Product refers to what a production or service unit or even an individual offers. In marketing mix, product is defined as what is offered to market for noticing, buying, or using which may meet a need. Product may include a physical object, service, place, organization, or even an idea (Fakhimi Azar et al., 2011). In the current study, the quality of product has been considered as the most important factor in the mobile phone industry. The quality of product plays an important role in brand preferences of shops. The consumers often judge the product or brand by the perceived quality (Sheau-Fen, Sun-May, & Yu-Ghee, 2012). Perceived brand quality can be identified as the consumer's general subjective judgment on the advantage or superiority of a product which is derived from the evaluation process of its different features (Beristain & Zorrilla, 2011). The chance of success for brands of higher perceived quality is more than brands of lower perceived quality (Sheena et al., 2012).

Price: There is a major difference between price and other marketing mix factors; price is an income-making factor while other marketing mix factors are costly. Price as a marketing tool is a key factor in selling product to customers. Following this, pricing can be effectively used to indicate the position of a product in proportion to other competitors and this can provide reliable

information regarding the different sections of the market. Moreover, price is a quality index and products must be analyzed in terms of the advantages they offer (Khazaei Pool & Baloe Jam Khaneh, 2011). In consumable markets, price is an external indication of product quality and high-price brands are considered as high-quality brands (Kim & Hyun, 2011). On the other hand, since the quality of a product is a norm and can be easily proved, higher price may have negative effect on brand loyalty; because it may lack the indication of higher quality and it just highlights the more money that must be paid (Cretu & Brodie, 2007).

Promotion: Advertisement or promotion in marketing mix refers to establishing relationships with customers to inform them or affect their attitude or behavior. Promotion is used to inform people of products and encourage the buyers in target market to buy particular brands. Promotion stimulates attention and sometimes arouses interest. Promotion techniques such as prize draw, price stimuli, free samples, etc. have great impact on promoting the customers to shopping through encouraging the customer to test a brand. Promotion is based on communication and includes all the communicative tools that pass on a particular message (Khazaei Pool & Baloe Jam Khaneh, 2011). Promoting design tools to buy faster is confined to a period of time (Valette-Florence, Guizani, & Merunka, 2011). Promotions lead to developing knowledge of brand for all the promoted products and brands (Huang & Sarigöllü, 2012; Buil et al., 2013). However, promotions of repeated sales like reduction in price in a short time, discount, repay, and coupon may thwart the attempts of brand because it may be a low-quality signal or an outdated kind. Repeated price promotions may confuse the costumers since they may not understand that why high-quality products are promoted and offered at special price. According to self-perception theory, those customers who choose a product based on price promotions (an external reason) rather than positive attitude towards the product (an internal reason) will change their choice and choose other products whenever the external reason is eliminated (Baldauf et al., 2009; Buil, Chernatony, & Martínez, 2013).

Place: Place refers to the distribution channels used to deliver the product to consumers. This includes decisions about retail locations, online presence, logistics, and supply chain management. Effective distribution ensures that products are available to consumers where and when they need them. Distribution here refers to activities that are done to deliver a product or service to customers. Distribution and place are the simplest terms in 4P; however, they play a very important role in it. In this study, distribution refers to all the shops and authorized resellers of the studied brand. In

consumer marketing, research shows that channel performance contributes to building brand loyalty. Good store-image not only attracts more attention, interests, and contacts from potential consumers, but also it increases consumer satisfaction and positive word-to-mouth. Moreover, distributing through good-image stores signals that a brand has good quality. Moreover, distribution intensity has a positive effect on aspects of brand loyalty as high distribution intensity expands the probability of buying a brand wherever and whenever consumers want. Specifically, since the increase in distribution intensity reduces consumer efforts for finding and acquiring a brand, consumers are likely to perceive it more valuable which in turn increases consumer satisfaction and brand loyalty (Kim & Hyun, 2011). The store-image is reflected in quality and diversity of products, convenience, price, physical environment of shops, and the quality of services. These signals influence the costumers' attitude towards the shop as a whole and its brand as a general assessment (Huang & Sarigöllü, 2012; Kim & Hyun, 2011). The store image can be defined as a particular type of feedback from those in a given market regarding the credibility of the identity claims that the organization makes (Kim & Hyun, 2011).

2.1.2.3 Strategy Adjustments

Strategy adjustments are a crucial aspect of marketing strategy, encompassing the modifications and refinements made to a firm's marketing plan in response to changing internal and external conditions. These adjustments are vital for maintaining relevance, competitive advantage, and effectiveness in dynamic markets. Strategy adjustments refer to the process of modifying a company's marketing strategy to address shifts in market conditions, consumer preferences, competitive dynamics, and other influential factors (Kotler & Keller, 2016). These adjustments are essential for ensuring that a marketing strategy remains effective and aligned with the company's goals in a rapidly evolving business environment.

The importance of strategy adjustments can be highlighted through several key points:

1. **Adapting to Market Changes:** Markets are constantly evolving due to factors such as technological advancements, economic fluctuations, and changes in consumer behavior. Strategy adjustments enable companies to adapt to these changes and stay competitive (Day, 1994).

2. **Responding to Competitive Pressure:** Competitors frequently adjust their strategies to capture market share, introduce innovative products, or alter pricing strategies. To maintain or enhance their competitive position, firms must continually adjust their own strategies in response (Porter, 1980).
3. **Enhancing Customer Satisfaction:** Consumer preferences and expectations can shift over time. By adjusting marketing strategies to reflect these changes, companies can better meet customer needs and improve satisfaction (Kotler & Armstrong, 2018).
4. **Optimizing Resource Allocation:** Strategy adjustments allow firms to reallocate resources more effectively, focusing on areas with the highest potential return and withdrawing from less profitable or underperforming areas (Aaker, 2008).

Types of Strategy Adjustments

1. Tactical Adjustments

Tactical adjustments involve short-term changes to marketing activities and campaigns to improve performance. These adjustments are typically made in response to immediate issues or opportunities and include:

- **Promotional Tactics:** Modifying promotional strategies, such as shifting advertising channels, changing messaging, or increasing promotional offers, to enhance campaign effectiveness (Kotler & Keller, 2016).
- **Pricing Adjustments:** Adjusting pricing strategies to respond to market conditions, such as introducing discounts, revising pricing structures, or implementing dynamic pricing based on demand (Nagle & Muller, 2018).

2. Strategic Adjustments

Strategic adjustments involve more fundamental changes to the overall marketing strategy and long-term plans. These adjustments are often driven by significant shifts in the business environment or internal strategic reviews and include:

- **Market Positioning:** Reevaluating and altering the company's market position to better align with market opportunities and competitive landscape (Ries & Trout, 2001).
- **Target Market Reassessment:** Shifting focus to different market segments based on changes in consumer demographics, preferences, or behaviors (Kotler & Armstrong, 2018).

- **Product Portfolio Changes:** Introducing new products, discontinuing underperforming products, or modifying existing products to meet evolving market demands (Kotler & Keller, 2016).

3. **Organizational Adjustments**

Organizational adjustments pertain to changes within the company's structure or processes to support the revised marketing strategy. These adjustments might include:

- **Resource Allocation:** Reallocating budgets, personnel, and other resources to support new strategic priorities or areas of growth (Aaker, 2008).
- **Operational Processes:** Modifying internal processes and workflows to improve efficiency and align with the adjusted marketing strategy (Day, 1994).

Factors Influencing Strategy Adjustments

1. **Market Trends and Consumer Behavior**

Changes in market trends and consumer behavior often drive the need for strategy adjustments. For instance, the rise of digital technology has led many companies to adjust their strategies to incorporate digital marketing and e-commerce (Chaffey & Ellis-Chadwick, 2019).

2. **Competitive Actions**

Competitors' actions, such as new product launches, pricing changes, or promotional campaigns, can prompt firms to adjust their strategies to maintain their market position (Porter, 1980).

3. **Economic Conditions**

Economic factors, such as recessions or booms, can impact consumer spending and demand. Firms may need to adjust their marketing strategies to align with changing economic conditions (Kotler & Armstrong, 2018).

4. **Technological Advancements**

Technological advancements can create new opportunities or threats, necessitating adjustments in marketing strategies to leverage new technologies or mitigate risks (Kotler & Keller, 2016).

5. **Regulatory Changes**

Changes in regulations and legal requirements can impact marketing practices. Companies must adjust their strategies to comply with new regulations and avoid potential legal issues (Kotler & Armstrong, 2018).

Process of Strategy Adjustment

1. Monitoring and Evaluation

Continuous monitoring and evaluation of marketing performance and external factors are essential for identifying the need for adjustments. This involves tracking key performance indicators (KPIs), analyzing market trends, and assessing competitor activities (Day, 1994).

2. Analysis and Diagnosis

After identifying the need for adjustments, firms must analyze the underlying causes and diagnose the specific areas requiring change. This involves evaluating market research data, performance metrics, and feedback from customers and stakeholders (Kotler & Keller, 2016).

3. Formulating Adjustments

Based on the analysis, companies develop and formulate adjustments to their marketing strategies. This includes revising tactical plans, re-evaluating strategic priorities, and implementing necessary changes (Kotler & Armstrong, 2018).

4. Implementation and Monitoring

Implementing the adjustments involves executing the revised marketing plans and closely monitoring their impact. Firms must ensure that the changes are effectively communicated and integrated into their operations (Aaker, 2008).

5. Feedback and Iteration

Gathering feedback on the effectiveness of the adjustments and iterating as needed is crucial for continuous improvement. This iterative process helps refine strategies and ensures they remain relevant and effective (Kotler & Keller, 2016).

In sum, strategy adjustments are a vital element of marketing strategy, enabling companies to remain competitive and responsive to changing conditions. By making both tactical and strategic adjustments, firms can better align their marketing efforts with market dynamics, optimize resource allocation, and enhance customer satisfaction. Effective strategy adjustments involve continuous monitoring, thorough analysis, and iterative refinement to ensure sustained success in a dynamic business environment.

2.1.4 Relationship Between Marketing Strategy and Brand Loyalty

The relationship between marketing strategy and brand loyalty is a critical area of interest for both academics and practitioners. Marketing strategy encompasses the plans and actions

implemented by a company to promote its products or services and achieve its business objectives (Kotler & Keller, 2016). Brand loyalty, on the other hand, refers to the degree to which customers consistently prefer and repurchase a brand over others (Oliver, 1999). One of the primary ways marketing strategy impacts brand loyalty is through effective brand positioning and differentiation. Positioning involves creating a distinct image and identity for a brand in the minds of consumers, while differentiation focuses on highlighting unique attributes that set the brand apart from competitors (Kotler & Keller, 2016). A well-defined brand position that resonates with consumers' values and needs can strengthen brand loyalty by making the brand more appealing and relevant.

A strong brand position can lead to higher customer retention by aligning the brand's values and promises with the expectations of its target market (Aaker, 1996). For example, Apple's positioning as an innovator and provider of premium technology products has cultivated a loyal customer base that values these attributes. Differentiation strategies, such as unique product features or superior customer service, can enhance brand loyalty by offering customers compelling reasons to stick with a particular brand (Porter, 1985). Companies that differentiate their offerings effectively can create a sense of exclusivity and value that reinforces customer commitment.

Customer Relationship Management (CRM) is a critical component of marketing strategy that directly influences brand loyalty. CRM involves managing interactions with current and potential customers to build and maintain strong relationships (Peppers & Rogers, 2011). Effective CRM strategies can enhance brand loyalty through personalized communication, tailored promotions, and exceptional customer service. Personalizing interactions and offers based on customer data can increase satisfaction and loyalty. For instance, personalized recommendations and targeted promotions can make customers feel valued and understood, leading to increased brand commitment (Kumar & Shah, 2004). Providing high-quality customer service is another key CRM strategy that fosters brand loyalty. Companies that deliver exceptional service can build trust and positive experiences, which contribute to repeat purchases and long-term loyalty (Zeithaml, Berry, & Parasuraman, 1996).

Loyalty programs are a direct marketing strategy designed to reward and incentivize repeat customers. These programs can significantly impact brand loyalty by offering rewards, discounts, or other benefits to customers who frequently engage with the brand (Yi & Jeon, 2003). Effective loyalty programs can enhance customer retention and encourage continued patronage. Loyalty programs with appealing reward structures, such as points-based systems or tiered rewards, can

motivate customers to remain loyal and increase their spending (Lemon, White, & Winer, 2002). For example, airlines often use frequent flyer programs to encourage repeat business. Programs that offer valuable benefits, such as exclusive access to events or early product releases, can strengthen brand loyalty by providing customers with unique advantages that enhance their brand experience (Oliver, 1999).

Effective brand communication and engagement strategies play a crucial role in building and maintaining brand loyalty. Communication strategies include advertising, public relations, and social media, which shape customers' perceptions and experiences with the brand (Kotler & Armstrong, 2018). Consistent and coherent brand messaging helps reinforce brand values and promises, contributing to stronger brand loyalty (Keller, 2003). Brands that communicate a clear and consistent message across all channels are more likely to build trust and loyalty among their audience. Engaging customers through interactive and participatory experiences, such as social media campaigns or brand communities, can enhance loyalty by creating a sense of belonging and involvement (Prahalad & Ramaswamy, 2004). Engaged customers are more likely to feel connected to the brand and remain loyal over time.

The quality and innovation of a brand's products or services are fundamental elements of its marketing strategy that directly impact brand loyalty. High-quality products and continuous innovation can create positive experiences and reinforce customers' preference for the brand (Parasuraman, Zeithaml, & Berry, 1988). Consistent product quality builds trust and satisfaction, which are crucial for fostering brand loyalty. Customers who perceive a brand's products as reliable and of high quality are more likely to continue purchasing from the brand (Zeithaml, 1988). In sum, marketing strategy and brand loyalty are closely intertwined, with various elements of marketing strategy playing a significant role in fostering and maintaining brand loyalty. Effective brand positioning, CRM, loyalty programs, communication strategies, and product quality all contribute to building strong customer relationships and enhancing loyalty. By continuously aligning marketing strategies with customer expectations and market conditions, companies can cultivate lasting brand loyalty and achieve long-term success.

2.2 Theoretical Framework

2.2.1 Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB), developed by Icek Ajzen in 1991, is a widely recognized framework for understanding how attitudes, subjective norms, and perceived behavioral control influence an individual's intentions and behaviors (Ajzen, 1991). TPB extends the earlier Theory of Reasoned Action (TRA) by incorporating the concept of perceived behavioral control, thereby providing a more comprehensive explanation of human behavior (Ajzen, 1985).

Core Components of the Theory

1. Behavioral Intentions

According to TPB, the primary determinant of actual behavior is behavioral intention. Behavioral intention refers to an individual's readiness to perform a given behavior and is considered the immediate antecedent of behavior (Ajzen, 1991). Intentions are influenced by three key factors: attitudes toward the behavior, subjective norms, and perceived behavioral control.

- **Attitudes toward the Behavior:** This component reflects an individual's positive or negative evaluations of performing a behavior. Attitudes are shaped by beliefs about the outcomes of the behavior and the evaluation of these outcomes (Ajzen & Fishbein, 1980). For example, if a consumer believes that purchasing a particular brand will lead to favorable outcomes (e.g., high quality, social approval), they are more likely to have a positive attitude towards buying that brand, which in turn increases their intention to purchase it.
- **Subjective Norms:** Subjective norms refer to the perceived social pressure to perform or not perform a behavior. This component is influenced by normative beliefs, which are the perceptions of how others, who are important to the individual, expect them to behave (Ajzen, 1991). For instance, if a consumer perceives that their friends and family endorse the use of a particular product, they are more likely to intend to use that product.
- **Perceived Behavioral Control:** Perceived behavioral control denotes the perceived ease or difficulty of performing the behavior, which is influenced by the availability of resources and opportunities (Ajzen, 1991). It reflects an individual's confidence in their ability to perform the behavior. For example, if a consumer perceives that they have easy access to a product and the necessary resources to purchase it, their perceived behavioral control will be high, which positively affects their intention to buy the product.

2. Behavioral Beliefs and Evaluations

TPB posits that behavioral attitudes are determined by behavioral beliefs and evaluations of behavioral outcomes. Behavioral beliefs are the individual's perceptions of the consequences of performing a behavior, while evaluations are the subjective assessments of these consequences (Ajzen & Fishbein, 1980). Positive evaluations of favorable outcomes lead to a more positive attitude towards the behavior.

3. Normative Beliefs and Motivation to Comply

Subjective norms are influenced by normative beliefs and the motivation to comply with these norms. Normative beliefs involve perceptions about whether significant others think they should engage in the behavior, while the motivation to comply reflects the degree to which an individual is motivated to adhere to these perceived expectations (Ajzen, 1991).

4. Control Beliefs and Perceived Power

Perceived behavioral control is influenced by control beliefs, which are the perceived presence of factors that may facilitate or hinder the performance of the behavior, and perceived power, which refers to the perceived impact of these factors on the ability to perform the behavior (Ajzen, 1991).

Applications of TPB

1. Consumer Behavior

TPB has been widely applied to consumer behavior research to understand purchase intentions and behaviors. For instance, in the context of brand loyalty, TPB helps explain how consumers' attitudes towards a brand, perceptions of social influences, and their control over purchasing decisions impact their loyalty to the brand (Taylor & Todd, 1995). Marketing strategies that enhance consumers' positive attitudes towards a brand, align with social norms, and improve perceived control can effectively increase brand loyalty.

2. Health Behaviors

TPB has also been applied to predict and understand health-related behaviors. Research has used TPB to explore factors influencing behaviors such as smoking cessation, dietary habits, and exercise (Conner & Norman, 2005). For example, health campaigns can be designed to positively influence attitudes, shape social norms, and enhance perceived control over health behaviors to promote healthier lifestyles.

3. Environmental Behaviors

TPB is used to examine environmentally friendly behaviors, such as recycling and energy conservation. Studies have shown that individuals' intentions to engage in such behaviors are influenced by their attitudes towards environmental protection, perceived social pressures, and their control over these behaviors (Ajzen, 2002). Understanding these factors can help design interventions that encourage sustainable practices.

While TPB is a robust framework, it has faced criticism and calls for refinement. One criticism is that TPB may not fully account for the complexity of human behavior, especially in contexts where emotions and unconscious factors play a significant role (Armitage & Conner, 2001). Additionally, TPB has been critiqued for its focus on individual-level factors, potentially overlooking broader social and contextual influences (Fishbein & Ajzen, 2010).

To address these limitations, researchers have extended TPB by integrating it with other theoretical models and frameworks. For example, the integration of TPB with the concept of habit (Verplanken & Orbell, 2003) provides a more comprehensive understanding of habitual behaviors, while the addition of emotional factors and affective components helps to account for the role of emotions in decision-making (Conner et al., 2007). In sum, the Theory of Planned Behavior offers a valuable framework for understanding how various factors influence behavioral intentions and actions. By examining attitudes toward the behavior, subjective norms, and perceived behavioral control, TPB provides insights into how marketing strategies can affect consumer behavior, including brand loyalty. Despite its limitations, TPB remains a foundational theory in behavioral research and continues to be refined and extended to address the complexities of human behavior.

2.2.2 Relationship Marketing Theory

Relationship Marketing Theory focuses on building and maintaining long-term relationships with customers, rather than solely focusing on short-term transactions. This theory emerged as a shift from traditional marketing strategies that prioritized customer acquisition to approaches that emphasize customer retention, satisfaction, and loyalty (Berry, 1983; Morgan & Hunt, 1994). The core idea is that fostering strong, ongoing relationships with customers can lead to greater profitability and sustainable competitive advantage.

Core Concepts of Relationship Marketing Theory

1. Customer Relationship Management (CRM)

Customer Relationship Management (CRM) is central to Relationship Marketing Theory. CRM involves strategies and technologies that companies use to manage and analyze customer interactions and data throughout the customer lifecycle. The goal is to improve customer service relationships, assist in customer retention, and drive sales growth (Peppers & Rogers, 2011).

- **Personalization and Customization:** Effective CRM strategies involve personalizing interactions and tailoring offerings to meet individual customer needs. By leveraging customer data, companies can deliver personalized experiences that enhance customer satisfaction and loyalty (Duchessi, 2000).
- **Customer Retention:** CRM emphasizes the importance of retaining existing customers rather than constantly seeking new ones. Loyal customers are often more profitable, as they tend to make repeat purchases and are less sensitive to price changes (Reichheld & Sasser, 1990).

2. Commitment and Trust

Commitment and **trust** are fundamental components of successful relationship marketing. Commitment refers to the customer's willingness to maintain a long-term relationship with a company, while trust involves the confidence that the company will act in the customer's best interest (Morgan & Hunt, 1994).

- **Building Trust:** Trust is established through consistent, reliable, and honest interactions. When customers trust a company, they are more likely to engage in repeat business and recommend the company to others (Dwyer, Schurr, & Oh, 1987).
- **Fostering Commitment:** Commitment is fostered by meeting or exceeding customer expectations, providing high-quality products or services, and maintaining a positive relationship. Committed customers are less likely to switch to competitors and are more likely to engage in word-of-mouth promotion (Hennig-Thurau et al., 2002).

3. Customer Satisfaction

Customer satisfaction is a key outcome of relationship marketing. It is the result of meeting or exceeding customer expectations and is crucial for building long-term relationships (Oliver, 1980). Satisfied customers are more likely to become repeat buyers and loyal advocates for the brand.

4. Loyalty Programs

Loyalty programs are a practical application of relationship marketing. These programs are designed to reward repeat customers with incentives such as discounts, rewards, or exclusive offers (Dowling & Uncles, 1997).

- **Types of Loyalty Programs:** Loyalty programs can be point-based, tiered, or membership-based. Point-based programs reward customers with points for each purchase, which can be redeemed for rewards. Tiered programs offer different levels of benefits based on customer spending, while membership-based programs provide exclusive access or benefits (Bolton et al., 2000).
- **Impact on Loyalty:** Well-designed loyalty programs can enhance customer satisfaction and loyalty by making customers feel valued and appreciated. They also provide companies with valuable data on customer preferences and behaviors (Lemon & Verhoef, 2016).

5. Customer Lifetime Value (CLV)

Customer Lifetime Value (CLV) is a metric used to estimate the total value a customer brings to a company over the duration of their relationship. CLV helps businesses understand the long-term value of investing in customer relationships and is used to guide marketing strategies and resource allocation (Kumar & Shah, 2004).

- **Calculating CLV:** CLV is calculated based on factors such as average purchase value, purchase frequency, and customer retention rate. By understanding CLV, companies can prioritize high-value customers and tailor their marketing efforts to maximize long-term profitability (Venkatesan & Kumar, 2004).

Applications of Relationship Marketing Theory

1. B2B Marketing

In business-to-business (B2B) marketing, Relationship Marketing Theory is particularly relevant. B2B transactions often involve complex buying processes and long-term contracts, making relationship building critical for success (Gummesson, 1994). Companies in B2B markets use relationship marketing to build strong partnerships, enhance trust, and create value for both parties.

2. Service Marketing

Relationship marketing is also crucial in service marketing, where the quality of the service experience and ongoing interactions significantly impact customer satisfaction and loyalty.

Service providers focus on building strong relationships through personalized service, effective communication, and consistent performance (Zeithaml, Bitner, & Gremler, 2017).

3. Consumer Goods

For consumer goods companies, relationship marketing helps in building brand loyalty and enhancing customer engagement. Companies use strategies such as loyalty programs, personalized marketing, and customer feedback mechanisms to strengthen relationships with their customers and differentiate themselves from competitors (Kotler & Keller, 2016).

Criticisms and Challenges

While Relationship Marketing Theory offers valuable insights, it also faces criticisms and challenges:

- **Overemphasis on Long-Term Relationships:** Critics argue that focusing too heavily on long-term relationships may lead to neglecting short-term opportunities or failing to adapt to changing market conditions (Peppers & Rogers, 2011).
- **Implementation Complexity:** Implementing effective relationship marketing strategies can be complex and resource-intensive, requiring advanced technologies, skilled personnel, and robust data management systems (Day & van den Bulte, 2002).
- **Measurement Challenges:** Measuring the effectiveness of relationship marketing initiatives and quantifying their impact on customer loyalty and profitability can be challenging. Companies need to develop appropriate metrics and evaluation methods to assess the success of their relationship marketing efforts (Lemon, White, & Winer, 2002).

In sum, Relationship Marketing Theory provides a comprehensive framework for understanding how companies can build and sustain long-term relationships with their customers. By focusing on customer satisfaction, trust, commitment, and loyalty, companies can enhance their competitive advantage and achieve greater profitability. Despite its challenges, relationship marketing remains a critical component of modern marketing strategies and continues to evolve with advancements in technology and customer expectations.

2.3 Empirical Review

Nuseir (2016) focused on identifying the impact of the online internet and digital media marketing strategies in creating the brand loyalty and retaining the existing and new customers. This research was to explore the depth of internet and figure out the possible outcomes and benefits of using internet and digital media as a marketing tool. The study opted a primary quantitative method and conducted a survey of 200 consumers and results affirmed that internet is useful marketing tool which helps and assist the companies to target specific and their targeted audience to promote their brand or product and also retain their new and existing consumers. The study has finally revealed that internet marketing and digital media marketing facilitates the companies and brands to increase their popularity and make loyal customers.

Erdoğan & Cicek (2012) identify the effect of social media marketing on brand loyalty of the consumers, given that the concept is receiving increasing attention from marketing academia and practitioners. The scope of the study consists of customers who follow at least one brand on the social media in Turkey and the data were collected through the administration of a structured questionnaire with a sample of 338 people and tested via stepwise multiple regression analysis. The results of the study showed that brand loyalty of the customers is positively affected when the brand (1) offers advantageous campaigns, (2) offers relevant content, (3) offers popular contents, (4) appears on various platforms and offers applications on social media; were used by using SPSS 17.0 version. Customers prefer to share music, technological-related, and funny contents on social media platforms. Based on our results, this study can be considered as a pioneer in this new area of marketing, and propose several tactics for the practitioners.

Rayat, Rayat & Rayat (2017) examined the effect of social media marketing on brand loyalty of the consumers, given that the concept is receiving increasing attention from marketing academia and practitioners. The scope of the study consists of customers who follow at least one brand on the social media in Turkey and the data were collected through the administration of a structured questionnaire with a sample of 338 people and tested via stepwise multiple regression analysis. The results of the study showed that brand loyalty of the customers is positively affected when the brand (1) offers advantageous campaigns, (2) offers relevant content, (3) offers popular contents, (4) appears on various platforms and offers applications on social media. Customers prefer to share music, technological-related, and funny contents on social media platforms. Based

on our results, this study can be considered as a pioneer in this new area of marketing, and propose several tactics for the practitioners.

Dada (2021) investigated the critical association between brand association, brand image and loyalty and how they impact brand equity. In order to achieve research intentions, a model reflecting the effect of brand association, brand image and brand loyalty on brand equity was conceptualized. Hypotheses were formulated to assess the relationship between the variables and their impact on the dependent variable. The study adopted a quantitative approach and data were analyzed through structural equation model SEM to assess the correlation. The study findings demonstrate that brand associations, brand loyalty and brand image have a positive effect on brand equity. The study provides brand managers with key insights to enrich the equity of their brands.

Pourdehghan (2015) analyzed the impact of marketing mix elements on brand loyalty. The present study is applicable in terms of objective and descriptive survey in terms of data collection. To evaluate the model and hypotheses, data collection was carried out through surveying 384 mobile phone users. For data analysis and verification of the model, structural equation modeling approach (SEM) and confirmatory factor analysis (CFA) were used and based on the results of the path analysis, the relationship between the variables in the model is investigated. Results indicated the positive impact of products elements, distribution channels, and promotional activities on brand loyalty. Also, the findings showed that indexes of satisfaction and trust which are considered as mediating variables between marketing mix and brand loyalty had positive and significant impact on brand loyalty in the mobile phone industry.

Ebrahim (2020) explored the impact of social media marketing activities (SMM) on brand loyalty via brand trust and brand equity. Based on an online survey of 287 users who follow telecommunications companies on social media located in Egypt, data was collected and analyzed using structural equation modeling. The results revealed that SMM activities comprise only three dimensions; trendiness, customization and word-of-mouth. These attributes of social media marketing directly influence brand loyalty and indirectly influence brand equity mediated by brand trust. The study emphasis the role of trust and provide guidance toward measuring the effectiveness of social media marketing.

Puspaningrum (2020) examined the relationship between social media marketing and brand loyalty through brand trust. Respondents were drawn from customers of McDonald's, Malang City, East Java Province, Indonesia. For this study, 130 questionnaires were distributed

and data were analyzed using the Structure Equation Model (SEM) version 22 of the AMOS (Analysis of Moment Structure) application. The results showed that social media marketing had an impact on increasing McDonald's brand trust and brand loyalty. Brand trust influences brand loyalty and brand trust can mediate the influence of social media marketing on McDonald's brand loyalty. The findings prove that brand trust can mediate the effect of social media marketing on customer loyalty to McDonald's brand. These results can be explained by the fact that marketing strategies through social media marketing, such as making it easy for customers to get information related to McDonald's on social media, can contribute to customer trust and that trust is formed because McDonald's always pays attention to the quality of the products offered. Brand trust can mediate the influence of social media marketing on customer loyalty to McDonald's brand. This means that information related to McDonald's on social media is proportional to the quality of the product offered.

Ahmed (2019) examined the role of branding within a social media marketing (SMM) perspective. The study explores how social media marketing activities build brand loyalty and how this relationship is mediated through brand consciousness. The empirical investigation involves a self-administered and a structured questionnaire, distributed through a convenience sample of 320 under-graduate and graduate students. Data analysis was conducted through SPSS 23.0 for demographic comparisons and SmartPLS 3 for evaluating the measurement and structural model of the study. The findings show that social media marketing has a significant positive influence on brand loyalty but this relationship is partially mediated by brand consciousness. In the same manner, social media marketing exerts a significant positive impact on brand consciousness and resultantly, brand consciousness also exerts a significant positive impact on brand loyalty. The results provide valuable insights for marketers in integrating social media as a driving tool for developing brand engagement strategies that not only provide awareness about products/services but also generate a cult following for them. Although the study faced limitations of choosing a specific demographic segment and issues pertaining to generalizability, the proposed model directs towards additional moderators and context-based variables which could provide more fruitful insights into consumer associations within brand communities. The paper contributes to the literature pertaining to social media through a branding perspective and also instigates the role of brand consciousness in developing brand loyalty for an under researched context of Pakistan.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

In this chapter, the researcher discusses the steps adopted in the research work which include Research design, population of the study, sample size and sampling, instrument of the study, validation of instrument, reliability of instrument, administration and data analysis techniques. The reason for adopting this that the outline of methodology according to Ndagi (2013), is that it helps the researcher collect data for the purpose of describing and interpreting existing conditions prevailing practice, beliefs, attitudes and ongoing process.

3.2 Research Design

Research designs are used in research proposals to demonstrate how the variables of the proposed research will be investigated or manipulated to generate necessary data (Azika, 2002). The design used for this study is Cross Sectional Survey Research Design. This study uses the survey method to find out the perception on a phenomenon among the populace concerned towards establishing facts from existing conditions and proposing solutions. The design was selected because it is suitable for a study that seeks the opinion of research subjects on particular issues as it is the case in this study.

3.3 Population of the Study

The term population refers to the entire group of individual or items whose manner or units possess the same basis and clearly defined characteristics. According to Osuala (2018), who defined population as “comprising the set of all possible observation of the types with which we are concerned. The investor’s words.com defined population as a group of individuals or items that share one or more characteristics from which data can be gathered and analyzed. For this

study, the population consists of customers in various firms in Uganda. Specifically, the study targets customers in five prominent firms in Uganda, namely Uganda Breweries Limited, MTN Uganda, DHL Uganda, Absa Bank Uganda and Stanbic Bank Uganda. These firms were selected based on their prominence in the Ugandan market and their diverse marketing strategies. A total of 1200 participant constitutes the population for this study.

3.4 Sample and Sampling Technique

A purposive sampling technique was adopted in the study. A purposive sampling is a sampling technique where the researcher choice a population due to the interest in studying the characteristics of such population. A total of 300 respondent was adopted in this study from 1200 total customers who were in the found in consumer Goods such as Food and beverages, household products, and personal care items, Technology such as Mobile phones, electronics, and digital services, Fashion and Retail such as Clothing, footwear, and accessories and Hospitality such Hotels, restaurants, and entertainment venues. The sample size was calculated using the Taro Yamane scientific formula which is given as:

$$n = \frac{N}{1 + N(e)^2}$$

Where:

N is the Population

1 is the constant

e is the degree of error expected

n is the sample size

$$n = \frac{1200}{1 + 1200(0.05)^2}$$

$$\frac{1200}{1 + 1200(0.0025)}$$

$$\frac{1200}{1 + 3}$$

$$\frac{1200}{4}$$

$$n = 300$$

3.5 Instrumentation

The research instrument was questionnaires. A comprehensive questionnaire were designed and administered to the respondents, the questionnaire were contained closed and open ended questions, each of the respondents were asked to check for an option that best suits the question (s) and fill in their responses as appropriate on the questionnaire spaces provided. The questions were divided into three sections A and B. The first section contained socio-demographic characteristics, while the second section examined impact of marketing strategies on brand loyalty with specific references to firms in Uganda.

3.6 Validation of Instruments

According to Patton (2014), validity is a quality attributed to propositioned measures of the degree to which they conform to establish knowledge or truth. An attitude scale was considered value, for example, the degree to which its results conform to another measure of possession of the attitude. The item to be included in the questionnaires was strictly structured, in order to measure the set objective of the study. To ascertain the validity of the instrument, content validity was adopted, in which the researcher subjected the instrument to face validity by giving it to my supervisor, who examined the items and made sure they were in line with the objectives of the study. The structure and language of the questionnaire were modified in the light of their corrections. The instrument was structured in such a way as to minimize the impact of errors like inconsistency and ambiguity.

3.7 Reliability of the Instruments

The errors and omission in the questionnaire instrument were rectified by expertise of test and measurement. This shows that, the questionnaire was stable and thus, reliable measure were taken for this purpose and final version of the instrument was used in collection of data for analysis. The Cronbach alpha level of coefficient was used. Consequently, reliability coefficient of .947 was obtained. The reliability coefficient was considered adequate for the internal consistency of the instrument. According to Spiegel (2019) and Stevens (2019), the test is considered reliable if it lies between 0 and 1 and that the closer the calculated reliability coefficient is to 1, the more reliable is the instrument. Thus, the result from the instrument signifies that the study is considered valid and reliable for the research work.

A pilot study to standardize the measuring instrument was carried out. The study was carried out before the main study in order to check the problem areas and possible confusion that will be associated with the study. A total of forty (40) respondents were given (40) copies of the questionnaire. These respondents were not part of the sampled respondents for the main study but share similar characteristics in all aspects.

3.8 Administration

Quantitative methodology was adopted for data generation. Hence, questionnaires was employed to obtain data from the respondents. The questionnaires were administered to the respondents (customers) in the selected departments of the chosen faculties. Three hundred (300) questionnaires were administered and in-depth interviews were conducted with some randomly consumer Goods such as Food and beverages, household products, and personal care items, Technology such as Mobile phones, electronics, and digital services, Fashion and Retail such as Clothing, footwear, and accessories and Hospitality such Hotels, restaurants, and entertainment venues.

3.9 Method of Data Analysis

The data gathered were analyzed through the statistical package for Social Sciences (SPSS). Hypotheses were tested using the Chi-square and Pearson Multiple correlation to interpret the quantitative data collected with the questionnaire, and content analysis was adopted in interpreting the qualitative data. Socio-demographic characteristics of the respondents in terms of sex, age, religion, and marital status and other variables. The chapter shows the perceptions and responses of respondents to the research questions, the results gathered from the field work through the research questions were analyzed so as to have a systematic explanation of the main focus of the research using percentages.

3.10 Ethical Consideration

In conducting research on the impact of marketing strategies on brand loyalty, several ethical considerations must be addressed to ensure the integrity of the study and protect the interests of participants. These ethical guidelines are essential to maintain the credibility of the research and uphold the rights of individuals involved. The following outlines the key ethical considerations for this study:

Informed Consent: All participants must be fully informed about the nature, purpose, and potential impacts of the research before they agree to participate. Informed consent ensures that participants understand what their involvement entails and voluntarily choose to participate without any coercion. Consent forms should clearly explain the study's objectives, the type of data collected, and how it will be used. Participants should also be informed of their right to withdraw from the study at any time without any negative consequences (Creswell, 2014).

Confidentiality and Anonymity: Protecting the confidentiality and anonymity of participants is crucial. Personal identifiers should be removed or anonymized to ensure that individual responses cannot be traced back to specific participants. Data should be securely stored and only accessible to authorized research personnel. Participants should be assured that their responses will be kept confidential and used solely for the purpose of the study (Israel & Hay, 2006).

Voluntary Participation: Participation in the study should be entirely voluntary. Participants should not be pressured or unduly influenced to take part in the research. They should be informed

that their decision to participate or not will not affect their relationship with the organization or any other entities involved (Salkind, 2010).

Integrity and Honesty: Researchers must conduct the study with integrity and honesty, ensuring that the data collected and reported accurately reflects the findings. Any form of data manipulation or fabrication is unethical and undermines the validity of the research. Researchers should report findings truthfully, including any limitations or potential biases in the study (Resnik, 2015).

Respect for Participants: Respect for the participants is fundamental throughout the research process. Researchers should be sensitive to the cultural, social, and personal backgrounds of participants. The research should avoid any actions that could potentially harm or exploit participants, and should aim to contribute positively to their understanding and well-being (Beauchamp & Childress, 2013).

Ethical Approval: Before commencing the study, ethical approval should be obtained from an institutional review board (IRB) or ethics committee. This ensures that the research proposal meets the ethical standards required for conducting research involving human subjects. The review process helps to identify and address any potential ethical issues before the research begins (National Institutes of Health, 2011).

CHAPTER FOUR

DATA ANALYSIS, FINDINGS AND DISCUSSION

This chapter deals with the presentation and analysis of the result obtained through questionnaires. The data gathered were presented according to the order in which they were arranged in the research questions, simple percentage and frequency were used to analyze the demographic information of the respondents while Pearson product moment correlational coefficient was adopted to test the research hypotheses.

4.1 BIO DATA OF RESPONDENTS

Table 1.1: SOCIO-DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

Demographic variable	Grouping	Frequency(N=300)	Percentage (%)
Gender	Male	158	52.7%
	Female	142	47.3%
	Total	300	100%
Age	21-25	150	50%
	26-30	100	33.33%
	31 and above	50	16.67%
	Total	300	100%
Religion	Christianity	250	83.33%
	Islamic	20	6.67%
	Traditional	30	10%
	Total	300	100%
Marital status	Single	180	60%
	Married	80	26.67%
	Others	40	13.33%
	Total	300	100%

Table 1.1 above, shows the socio-demographic characteristic of the respondents in terms of gender, age, religion, marital status and others variables.

Table 1.1, shows that 150(50%) of respondents are between the age of 21-25 years while 100(33.33%) are between the Age of 26-30 years and 50(16.67%) are within the age of 31 years and above. The table indicates that 250(83.33%) of the respondents are Christians while 20(6.67%) are Muslims and 30(10%) are traditional worshippers, it can be observed that Christians have a higher population among the total respondents when compared with the Muslim and the traditional worshipper. 180 (60%) of the respondents were single and 80 (26.67%) were married while 40 (13.33%) are others.

4.2 DATA ANALYSIS AND RESULTS OF RESEARCH OBJECTIVES

TABLE 3 MARKETING STRATEGIES HAVE SIGNIFICANT IMPACT ON BRAND LOYALTY

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	150	50.0	50.0	50.0
Agreed	73	24.3	24.3	74.3
Undecided	32	10.7	10.7	85.0
Valid Disagreed	25	8.3	8.3	93.3
Strongly Disagreed	20	6.7	6.7	100.0
Total	300	100.0	100.0	

Source: field survey, July, 2024

Table 3 shows the responses of respondents that marketing strategies have significant impact on brand loyalty. 150 respondents representing 50.0 percent strongly agree that marketing strategies have significant impact on brand loyalty. 73 respondents representing 24.3 percent agree that marketing strategies have significant impact on brand loyalty. 32 respondents representing 10.7percent were undecided. 25 respondents representing 8.3percent disagree that marketing

strategies have significant impact on brand loyalty while the remaining 20 of the respondents representing 6.7percent strongly disagrees that marketing strategies have significant impact on brand loyalty. Result from the table reveals that marketing strategies have significant impact on brand loyalty.

TABLE 4 MARKETING STRATEGIES HELP DIFFERENTIATE A BRAND FROM ITS COMPETITORS, CREATING A UNIQUE IDENTITY THAT RESONATES WITH CUSTOMERS AND FOSTERS LOYALTY

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	100	33.3	33.3	33.3
Agreed	93	31.0	31.0	64.3
Undecided	48	16.0	16.0	80.3
Valid Disagreed	41	13.7	13.7	94.0
Strongly Disagreed	18	6.0	6.0	100.0
Total	300	100.0	100.0	

Source: field survey, July, 2024

Table 4 shows the responses of respondents that marketing strategies help differentiate a brand from its competitors, creating a unique identity that resonates with customers and fosters loyalty. 100 respondents representing 33.3 percent strongly agree that marketing strategies help differentiate a brand from its competitors, creating a unique identity that resonates with customers and fosters loyalty. 93 respondents representing 31.0 percent agree that marketing strategies help differentiate a brand from its competitors, creating a unique identity that resonates with customers and fosters loyalty. 48 respondents representing 16percent were undecided. 41 respondents representing 13.7 percent disagree that marketing strategies help differentiate a brand from its competitors, creating a unique identity that resonates with customers and fosters loyaltywhile the remaining 18 of the respondents representing 6percent strongly disagrees that marketing strategies help differentiate a brand from its competitors, creating a unique identity that resonates with customers and fosters loyalty.

TABLE 5 EFFECTIVE MARKETING STRATEGIES ENGAGE CUSTOMERS, BUILD RELATIONSHIPS, AND CREATE EMOTIONAL CONNECTIONS, LEADING TO INCREASED LOYALTY AND RETENTION.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	102	34.0	34.0	34.0
Agreed	135	45.0	45.0	79.0
Undecided	30	10.0	10.0	89.0
Valid Disagreed	21	7.0	7.0	96.0
Strongly Disagreed	12	4.0	4.0	100.0
Total	300	100.0	100.0	

Source: field survey, July, 2024

Table 6 shows the responses of respondent that effective marketing strategies engage customers, build relationships, and create emotional connections, leading to increased loyalty and retention. 102 respondents representing 34.0 percent strongly agree that effective marketing strategies engage customers, build relationships, and create emotional connections, leading to increased loyalty and retention. 135 respondents representing 45.0 percent agree effective marketing strategies engage customers, build relationships, and create emotional connections, leading to increased loyalty and retention. 30 respondents representing 10.0 percent were undecided. 21 respondents representing 7.0 percent disagrees that effective marketing strategies engage customers, build relationships, and create emotional connections, leading to increased loyalty and retention while the remaining 12 of the respondents representing 4.0 percent strongly disagree that effective marketing strategies engage customers, build relationships, and create emotional connections, leading to increased loyalty and retention.

TABLE 6 CONSISTENT MARKETING STRATEGIES ENSURE A COHESIVE BRAND MESSAGE, REINFORCING CUSTOMER PERCEPTIONS AND EXPECTATIONS, AND BUILDING TRUST AND LOYALTY

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	98	32.7	32.7	32.7
Valid Agreed	102	34.0	34.0	66.7
Undecided	53	17.7	17.7	84.3
Disagreed	33	11.0	11.0	95.3

Strongly Disagreed	14	4.7	4.7	100.0
Total	300	100.0	100.0	

Source: field survey, July, 2024

Table 6 shows the responses of respondents that consistent marketing strategies ensure a cohesive brand message, reinforcing customer perceptions and expectations, and building trust and loyalty. 98 respondents representing 32.7 percent strongly agree that consistent marketing strategies ensure a cohesive brand message, reinforcing customer perceptions and expectations, and building trust and loyalty. 102 respondents representing 34.0 percent agree that consistent marketing strategies ensure a cohesive brand message, reinforcing customer perceptions and expectations, and building trust and loyalty. 53 respondents representing 17.7percent were undecided. 33 respondents representing 11.0 percent disagrees that consistent marketing strategies ensure a cohesive brand message, reinforcing customer perceptions and expectations, and building trust and loyaltywhile the remaining 14 of the respondents representing 4.7 percent strongly disagrees that consistent marketing strategies ensure a cohesive brand message, reinforcing customer perceptions and expectations, and building trust and loyalty.

TABLE 7 MARKETING STRATEGIES THAT FOCUS ON CREATING VALUE FOR CUSTOMERS, SUCH AS THROUGH QUALITY PRODUCTS OR EXCEPTIONAL SERVICE, LEAD TO INCREASED SATISFACTION AND LOYALTY

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	116	38.7	38.7	38.7
Agreed	85	28.3	28.3	67.0
Undecided	52	17.3	17.3	84.3
Valid Disagreed	28	9.3	9.3	93.7
Strongly Disagreed	19	6.3	6.3	100.0
Total	300	100.0	100.0	

Source: Field Survey, July, 2024

Table 7 shows the responses of respondents that marketing strategies that focus on creating value for customers, such as through quality products or exceptional service, lead to increased

satisfaction and loyalty. 116 respondents representing 38.7percent strongly agree that marketing strategies that focus on creating value for customers, such as through quality products or exceptional service, lead to increased satisfaction and loyalty Nigeria. 85 respondents representing 28.3percent agree that marketing strategies that focus on creating value for customers, such as through quality products or exceptional service, lead to increased satisfaction and loyalty. 52 respondents representing 17.3percent were undecided. 28 respondents representing 9.3 percent disagrees that marketing strategies that focus on creating value for customers, such as through quality products or exceptional service, lead to increased satisfaction and loyalty Nigeria while the remaining 19 of the respondents representing 6.3 percent strongly disagrees that marketing strategies that focus on creating value for customers, such as through quality products or exceptional service, lead to increased satisfaction and loyalty Nigeria.

TABLE 8 INTENSE COMPETITION MAKES IT CHALLENGING TO DEVELOP MARKETING STRATEGIES THAT DIFFERENTIATE A BRAND AND FOSTER LOYALTY

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	85	28.3	28.3	28.3
Agreed	142	47.3	47.3	75.7
Undecided	38	12.7	12.7	88.3
Valid Disagreed	22	7.3	7.3	95.7
Strongly Disagreed	13	4.3	4.3	100.0
Total	300	100.0	100.0	

Source: field survey, July, 2024

Table 8 shows the responses of respondents that intense competition makes it challenging to develop marketing strategies that differentiate a brand and foster loyalty. 85 respondents representing 28.3 percent strongly agree that intense competition makes it challenging to develop marketing strategies that differentiate a brand and foster loyalty. 142 respondents representing 47.3 percent agree that intense competition makes it challenging to develop marketing strategies that differentiate a brand and foster loyalty. 38 respondents representing 12.7percent were undecided. 22 respondents representing 7.3 percent disagree that intense competition makes it challenging to develop marketing strategies that differentiate a brand and foster loyaltywhile the remaining 13 of

the respondents representing 4.3 percent strongly disagreed that intense competition makes it challenging to develop marketing strategies that differentiate a brand and foster loyalty.

TABLE 9 MEASURING THE EFFECTIVENESS OF MARKETING STRATEGIES ON BRAND LOYALTY CAN BE DIFFICULT, MAKING IT CHALLENGING TO OPTIMIZE STRATEGIES

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	100	33.3	33.3	33.3
Agreed	93	31.0	31.0	64.3
Undecided	48	16.0	16.0	80.3
Valid Disagreed	41	13.7	13.7	94.0
Strongly Disagreed	18	6.0	6.0	100.0
Total	300	100.0	100.0	

Source: field survey, July, 2024

Table 9 shows the responses of respondents that measuring the effectiveness of marketing strategies on brand loyalty can be difficult, making it challenging to optimize strategies. 100 respondents representing 33.3 percent strongly agree that measuring the effectiveness of marketing strategies on brand loyalty can be difficult, making it challenging to optimize strategies. 93 respondents representing 31.0 percent agree that measuring the effectiveness of marketing strategies on brand loyalty can be difficult, making it challenging to optimize strategies. 48 respondents representing 16percent were undecided. 41 respondents representing 13.7 percent disagreed that measuring the effectiveness of marketing strategies on brand loyalty can be difficult, making it challenging to optimize strategieswhile the remaining 18 of the respondents representing 6percent strongly disagrees that measuring the effectiveness of marketing strategies on brand loyalty can be difficult, making it challenging to optimize strategies.

TABLE 10 ENSURING CONSISTENT MARKETING MESSAGES AND EXPERIENCES ACROSS MULTIPLE CHANNELS CAN BE CHALLENGING, POTENTIALLY DILUTING BRAND LOYALTY

	Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Agreed	85	28.3	28.3
	Agreed	142	47.3	75.7
	Undecided	38	12.7	88.3
Valid	Disagreed	22	7.3	95.7
	Strongly Disagreed	13	4.3	100.0
	Total	300	100.0	100.0

Source: field survey, July, 2024

Table 10 shows the responses of respondents that ensuring consistent marketing messages and experiences across multiple channels can be challenging, potentially diluting brand loyalty. 85 respondents representing 28.3 percent strongly agree that ensuring consistent marketing messages and experiences across multiple channels can be challenging, potentially diluting brand loyalty. 142 respondents representing 47.3 percent agree that ensuring consistent marketing messages and experiences across multiple channels can be challenging, potentially diluting brand loyalty. 38 respondents representing 12.7 percent were undecided. 22 respondents representing 7.3 percent disagree that ensuring consistent marketing messages and experiences across multiple channels can be challenging, potentially diluting brand loyalty while the remaining 13 of the respondents representing 4.3 percent strongly disagreed that ensuring consistent marketing messages and experiences across multiple channels can be challenging, potentially diluting brand loyalty.

Table 11 MARKETING STRATEGIES MUST BALANCE SHORT-TERM SALES GOALS WITH LONG-TERM BRAND LOYALTY OBJECTIVES, WHICH CAN BE CHALLENGING

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agreed	100	33.3	33.3
	Agreed	93	31.0	64.3

Undecided	48	16.0	16.0	80.3
Disagreed	41	13.7	13.7	94.0
Strongly Disagreed	18	6.0	6.0	100.0
Total	300	100.0	100.0	

Source: field survey, July, 2024

Table 11 shows the responses of respondents that marketing strategies must balance short-term sales goals with long-term brand loyalty objectives, which can be challenging. 100 respondents representing 33.3 percent strongly agree that marketing strategies must balance short-term sales goals with long-term brand loyalty objectives, which can be challenging. 93 respondents representing 31.0 percent agree that marketing strategies must balance short-term sales goals with long-term brand loyalty objectives, which can be challenging. 48 respondents representing 16 percent were undecided. 41 respondents representing 13.7 percent disagreed that marketing strategies must balance short-term sales goals with long-term brand loyalty objectives, which can be challenging while the remaining 18 of the respondents representing 6 percent strongly disagree that marketing strategies must balance short-term sales goals with long-term brand loyalty objectives, which can be challenging.

TABLE 12 LIMITED RESOURCES (E.G., BUDGET, PERSONNEL) CAN HINDER THE DEVELOPMENT AND IMPLEMENTATION OF EFFECTIVE MARKETING STRATEGIES, IMPACTING BRAND LOYALTY

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	150	50.0	50.0	50.0
Agreed	73	24.3	24.3	74.3
Undecided	32	10.7	10.7	85.0
Valid Disagreed	25	8.3	8.3	93.3
Strongly Disagreed	20	6.7	6.7	100.0
Total	300	100.0	100.0	

Source: field survey, July, 2024

Table 12 shows the responses of respondents that limited resources (e.g., budget, personnel) can hinder the development and implementation of effective marketing strategies, impacting brand

loyalty. 150 respondents representing 50.0 percent strongly agree that limited resources (e.g., budget, personnel) can hinder the development and implementation of effective marketing strategies, impacting brand loyalty. 73 respondents representing 24.3 percent agree that limited resources (e.g., budget, personnel) can hinder the development and implementation of effective marketing strategies, impacting brand loyalty. 32 respondents representing 10.7percent were undecided. 25 respondents representing 8.3percent disagree that limited resources (e.g., budget, personnel) can hinder the development and implementation of effective marketing strategies, impacting brand loyaltywhile the remaining 20 of the respondents representing 6.7percent strongly disagrees that limited resources (e.g., budget, personnel) can hinder the development and implementation of effective marketing strategies, impacting brand loyalty.

TABLE 13 BUILDING STRONG RELATIONSHIPS WITH CUSTOMERS THROUGH PERSONALIZED INTERACTIONS AND TAILORED OFFERINGS IS ONE OF THE MOST EFFECTIVE MARKETING STRATEGIES USED BY BUSINESSES TO BUILD BRAND LOYALTY

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	100	33.3	33.3	33.3
Agreed	93	31.0	31.0	64.3
Undecided	48	16.0	16.0	80.3
Valid Disagreed	41	13.7	13.7	94.0
Strongly Disagreed	18	6.0	6.0	100.0
Total	300	100.0	100.0	

Source: field survey, July, 2024

Table 13 shows the responses of respondents that building strong relationships with customers through personalized interactions and tailored offerings is one of the most effective marketing strategies used by businesses to build brand loyalty. 100 respondents representing 33.3 percent strongly agree that building strong relationships with customers through personalized interactions and tailored offerings is one of the most effective marketing strategies used by businesses to build brand loyalty 93 respondents representing 31.0 percent agree that building strong relationships with customers through personalized interactions and tailored offerings is one of the most effective marketing strategies used by businesses to build brand loyalty 48 respondents representing

16percent were undecided. 41 respondents representing 13.7 percent disagree that building strong relationships with customers through personalized interactions and tailored offerings is one of the most effective marketing strategies used by businesses to build brand loyaltywhile the remaining 18 of the respondents representing 6percent strongly disagrees that building strong relationships with customers through personalized interactions and tailored offerings is one of the most effective marketing strategies used by businesses to build brand loyalty.

TABLE 14 CREATING VALUABLE, RELEVANT CONTENT TO ENGAGE CUSTOMERS, ESTABLISH THOUGHT LEADERSHIP, AND FOSTER TRUST IS ONE OF THE MOST EFFECTIVE MARKETING STRATEGIES USED BY BUSINESSES TO BUILD BRAND LOYALTY.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	112	37.3	37.3	37.3
Agreed	91	30.3	30.3	67.7
Undecided	49	16.3	16.3	84.0
Valid Disagreed	30	10.0	10.0	94.0
Strongly Disagreed	18	6.0	6.0	100.0
Total	300	100.0	100.0	

Source: field survey, July, 2024

Table 14 shows the responses of respondents that creating valuable, relevant content to engage customers, establish thought leadership, and foster trust is one of the most effective marketing strategies used by businesses to build brand loyalty. 112 respondents representing 37.3 percent strongly agree that creating valuable, relevant content to engage customers, establish thought leadership, and foster trust is one of the most effective marketing strategies used by businesses to build brand loyalty. 91 respondents representing 30.3percent agree that creating valuable, relevant content to engage customers, establish thought leadership, and foster trust is one of the most effective marketing strategies used by businesses to build brand loyalty. 49 respondents representing 16.3percent were undecided. 30 respondents representing 10.0 percent disagrees that creating valuable, relevant content to engage customers, establish thought leadership, and foster trust is one of the most effective marketing strategies used by businesses to build brand

loyalty while the remaining 18 of the respondents representing 6 percent strongly disagree that creating valuable, relevant content to engage customers, establish thought leadership, and foster trust is one of the most effective marketing strategies used by businesses to build brand loyalty.

TABLE 15 BUILDING BRAND COMMUNITIES, RESPONDING TO CUSTOMER QUERIES, AND SHARING USER-GENERATED CONTENT TO CREATE EMOTIONAL CONNECTIONS IS ONE OF THE MOST EFFECTIVE MARKETING STRATEGIES USED BY BUSINESSES TO BUILD BRAND LOYALTY

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	102	34.0	34.0	34.0
Agreed	135	45.0	45.0	79.0
Undecided	30	10.0	10.0	89.0
Valid Disagreed	21	7.0	7.0	96.0
Strongly Disagreed	12	4.0	4.0	100.0
Total	300	100.0	100.0	

Source: field survey, July, 2024

Table 15 shows the responses of respondent that building brand communities, responding to customer queries, and sharing user-generated content to create emotional connections is one of the most effective marketing strategies used by businesses to build brand loyalty. 102 respondents representing 34.0 percent strongly agree that building brand communities, responding to customer queries, and sharing user-generated content to create emotional connections is one of the most effective marketing strategies used by businesses to build brand loyalty. 135 respondents representing 45.0 percent agree building brand communities, responding to customer queries, and sharing user-generated content to create emotional connections is one of the most effective marketing strategies used by businesses to build brand loyalty. 30 respondents representing 10.0 percent were undecided. 21 respondents representing 7.0 percent disagrees that building brand communities, responding to customer queries, and sharing user-generated content to create emotional connections is one of the most effective marketing strategies used by businesses to build brand loyalty while the remaining 12 of the respondents representing 4.0 percent strongly disagree

that building brand communities, responding to customer queries, and sharing user-generated content to create emotional connections is one of the most effective marketing strategies used by businesses to build brand loyalty.

TABLE 16 CREATING MEMORABLE EXPERIENCES FOR CUSTOMERS, SUCH AS EVENTS, WEBINARS, OR WORKSHOPS, TO BUILD BRAND AFFINITY IS ONE OF THE MOST EFFECTIVE MARKETING STRATEGIES USED BY BUSINESSES TO BUILD BRAND LOYALTY

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	98	32.7	32.7	32.7
Agreed	102	34.0	34.0	66.7
Undecided	53	17.7	17.7	84.3
Valid Disagreed	33	11.0	11.0	95.3
Strongly Disagreed	14	4.7	4.7	100.0
Total	300	100.0	100.0	

Source: field survey, July, 2024

Table 16 shows the responses of respondents that creating memorable experiences for customers, such as events, webinars, or workshops, to build brand affinity is one of the most effective marketing strategies used by businesses to build brand loyalty. 98 respondents representing 32.7 percent strongly agree that creating memorable experiences for customers, such as events, webinars, or workshops, to build brand affinity is one of the most effective marketing strategies used by businesses to build brand loyalty. 102 respondents representing 34.0 percent agree that creating memorable experiences for customers, such as events, webinars, or workshops, to build brand affinity is one of the most effective marketing strategies used by businesses to build brand loyalty. 53 respondents representing 17.7percent were undecided. 33 respondents representing 11.0 percent disagrees that creating memorable experiences for customers, such as events, webinars, or workshops, to build brand affinity is one of the most effective marketing strategies used by businesses to build brand loyalty while the remaining 14 of the respondents representing 4.7 percent strongly disagrees that creating memorable experiences for customers, such as events,

webinars, or workshops, to build brand affinity is one of the most effective marketing strategies used by businesses to build brand loyalty.

TABLE 17 EMPOWERING CUSTOMERS TO BECOME BRAND AMBASSADORS, SHARING COMPANY VALUES, AND PROVIDING EXCEPTIONAL CUSTOMER SERVICE IS ONE OF THE MOST EFFECTIVE MARKETING STRATEGIES USED BY BUSINESSES TO BUILD BRAND LOYALTY

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	100	33.3	33.3	33.3
Agreed	93	31.0	31.0	64.3
Undecided	48	16.0	16.0	80.3
Valid Disagreed	41	13.7	13.7	94.0
Strongly Disagreed	18	6.0	6.0	100.0
Total	300	100.0	100.0	

Source: field survey, July, 2024

Table 17 shows the responses of respondents that empowering customer to become brand ambassadors, sharing company values, and providing exceptional customer service is one of the most effective marketing strategies used by businesses to build brand loyalty. 100 respondents representing 33.3 percent strongly agree that empowering customers to become brand ambassadors, sharing company values, and providing exceptional customer service is one of the most effective marketing strategies used by businesses to build brand loyalty. 93 respondents representing 31.0 percent agree that empowering customers to become brand ambassadors, sharing company values, and providing exceptional customer service is one of the most effective marketing strategies used by businesses to build brand loyalty. 48 respondents representing 16percent were undecided. 41 respondents representing 13.7 percent disagreed that empowering customers to become brand ambassadors, sharing company values, and providing exceptional customer service is one of the most effective marketing strategies used by businesses to build brand loyaltywhile the remaining 18 of the respondents representing 6percent strongly disagrees that empowering customers to become brand ambassadors, sharing company values, and providing

exceptional customer service is one of the most effective marketing strategies used by businesses to build brand loyalty.

TABLE 18 THERE IS A SIGNIFICANT RELATIONSHIP BETWEEN MARKETING STRATEGIES AND BRAND LOYALTY

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	85	28.3	28.3	28.3
Agreed	142	47.3	47.3	75.7
Undecided	38	12.7	12.7	88.3
Valid Disagreed	22	7.3	7.3	95.7
Strongly Disagreed	13	4.3	4.3	100.0
Total	300	100.0	100.0	

Source: field survey, July, 2024

Table 18 shows the responses of respondents that there is a significant relationship between marketing strategies and brand loyalty. 85 respondents representing 28.3 percent strongly agree that there is a significant relationship between marketing strategies and brand loyalty. 142 respondents representing 47.3 percent agree that there is a significant relationship between marketing strategies and brand loyalty. 38 respondents representing 12.7percent were undecided. 22 respondents representing 7.3 percent disagree that there is a significant relationship between marketing strategies and brand loyaltywhile the remaining 13 of the respondents representing 4.3 percent strongly disagreed that there is a significant relationship between marketing strategies and brand loyalty.

TABLE 19 EFFECTIVE MARKETING STRATEGIES LEAD TO INCREASED BRAND LOYALTY, AS CUSTOMERS RESPOND POSITIVELY TO TAILORED MESSAGES AND EXPERIENCES

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	100	33.3	33.3	33.3
Valid Agreed	93	31.0	31.0	64.3
Undecided	48	16.0	16.0	80.3

Disagreed	41	13.7	13.7	94.0
Strongly Disagreed	18	6.0	6.0	100.0
Total	300	100.0	100.0	

Source: field survey, July, 2024

Table 19 shows the responses of respondents that effective marketing strategies lead to increased brand loyalty, as customers respond positively to tailored messages and experiences. 100 respondents representing 33.3 percent strongly agree that effective marketing strategies lead to increased brand loyalty, as customers respond positively to tailored messages and experiences. 93 respondents representing 31.0 percent agree that effective marketing strategies lead to increased brand loyalty, as customers respond positively to tailored messages and experiences. 48 respondents representing 16percent were undecided. 41 respondents representing 13.7 percent disagreed that effective marketing strategies lead to increased brand loyalty, as customers respond positively to tailored messages and experienceswhile the remaining 18 of the respondents representing 6percent strongly disagrees that effective marketing strategies lead to increased brand loyalty, as customers respond positively to tailored messages and experiences.

TABLE 20 MARKETING STRATEGIES CAN DIRECTLY INFLUENCE BRAND LOYALTY BY CREATING EMOTIONAL CONNECTIONS, BUILDING TRUST, AND PROVIDING VALUE TO CUSTOMERS

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	150	50.0	50.0	50.0
Agreed	73	24.3	24.3	74.3
Undecided	32	10.7	10.7	85.0
Valid Disagreed	25	8.3	8.3	93.3
Strongly Disagreed	20	6.7	6.7	100.0
Total	300	100.0	100.0	

Source: field survey, July, 2024

Table 20 shows the responses of respondents that marketing strategies can directly influence brand loyalty by creating emotional connections, building trust, and providing value to customers. 150 respondents representing 50.0 percent strongly agree that marketing strategies can directly influence brand loyalty by creating emotional connections, building trust, and providing value to customers. 73 respondents representing 24.3 percent agree that marketing strategies can directly influence brand loyalty by creating emotional connections, building trust, and providing value to customers. 32 respondents representing 10.7percent were undecided. 25 respondents representing 8.3percent disagree that marketing strategies can directly influence brand loyalty by creating emotional connections, building trust, and providing value to customerswhile the remaining 20 of the respondents representing 6.7percent strongly disagrees that marketing strategies can directly influence brand loyalty by creating emotional connections, building trust, and providing value to customers.

TABLE 21 CUSTOMER SATISFACTION AND TRUST MEDIATE THE RELATIONSHIP BETWEEN MARKETING STRATEGIES AND BRAND LOYALTY, HIGHLIGHTING THE IMPORTANCE OF MEETING CUSTOMER NEEDS

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	100	33.3	33.3	33.3
Agreed	93	31.0	31.0	64.3
Undecided	48	16.0	16.0	80.3
Valid Disagreed	41	13.7	13.7	94.0
Strongly Disagreed	18	6.0	6.0	100.0
Total	300	100.0	100.0	

Source: field survey, July, 2024

Table 21 shows the responses of respondents that customer satisfaction and trust mediate the relationship between marketing strategies and brand loyalty, highlighting the importance of meeting customer needs. 100 respondents representing 33.3 percent strongly agree that contractor’s capabilities enhance the timely completion of the project. 93 respondents representing 31.0 percent agree that contractor’s capabilities enhance the timely completion of the project. 48 respondents representing 16percent were undecided. 41 respondents representing 13.7 percent

disagree that customer satisfaction and trust mediate the relationship between marketing strategies and brand loyalty, highlighting the importance of meeting customer needs while the remaining 18 of the respondents representing 6percent strongly disagrees that customer satisfaction and trust mediate the relationship between marketing strategies and brand loyalty, highlighting the importance of meeting customer needs.

Table 22 CUSTOMER INVOLVEMENT AND ENGAGEMENT MODERATE THE RELATIONSHIP BETWEEN MARKETING STRATEGIES AND BRAND LOYALTY, EMPHASIZING THE NEED FOR INTERACTIVE EXPERIENCES

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	102	34.0	34.0	34.0
Agreed	135	45.0	45.0	79.0
Undecided	30	10.0	10.0	89.0
Valid Disagreed	21	7.0	7.0	96.0
Strongly Disagreed	12	4.0	4.0	100.0
Total	300	100.0	100.0	

Source: field survey, July, 2024

Table 22 shows the responses of respondent that customer involvement and engagement moderate the relationship between marketing strategies and brand loyalty, emphasizing the need for interactive experiences. 102 respondents representing 34.0 percent strongly agree that customer involvement and engagement moderate the relationship between marketing strategies and brand loyalty, emphasizing the need for interactive experiences. 135 respondents representing 45.0 percent agree that customer involvement and engagement moderate the relationship between marketing strategies and brand loyalty, emphasizing the need for interactive experiences. 30 respondents representing 10.0 percent were undecided. 21 respondents representing 7.0 percent disagrees that customer involvement and engagement moderate the relationship between marketing strategies and brand loyalty, emphasizing the need for interactive experiences while the remaining 12 of the respondents representing 4.0 percent strongly disagree that customer involvement and engagement moderate the relationship between marketing strategies and brand loyalty, emphasizing the need for interactive experiences.

Table 23 MARKETING STRATEGIES AND BRAND LOYALTY REINFORCE EACH OTHER, AS LOYAL CUSTOMERS BECOME BRAND ADVOCATES, INFLUENCING OTHERS AND STRENGTHENING THE BRAND

		Frequenc y	Perce nt	Valid Percent	Cumulative Percent
Vali d	Strongly Agreed	85	28.3	28.3	28.3
	Agreed	142	47.3	47.3	75.7
	Undecided	38	12.7	12.7	88.3
	Disagreed	22	7.3	7.3	95.7
	Strongly Disagreed	13	4.3	4.3	100.0
	Total	300	100.0	100.0	

Source: field survey, July, 2024

Table 23 shows the responses of respondents that marketing strategies and brand loyalty reinforce each other, as loyal customers become brand advocates, influencing others and strengthening the brand. 85 respondents representing 28.3 percent strongly agree that marketing strategies and brand loyalty reinforce each other, as loyal customers become brand advocates, influencing others and strengthening the brand. 142 respondents representing 47.3 percent agree that marketing strategies and brand loyalty reinforce each other, as loyal customers become brand advocates, influencing others and strengthening the brand. 38 respondents representing 12.7 percent were undecided. 22 respondents representing 7.3 percent disagree that marketing strategies and brand loyalty reinforce each other, as loyal customers become brand advocates, influencing others and strengthening the brand while the remaining 13 of the respondents representing 4.3 percent strongly disagreed that marketing strategies and brand loyalty reinforce each other, as loyal customers become brand advocates, influencing others and strengthening the brand.

4.2 RESEARCH HYPOTHESES TESTING

Hypothesis 1

H₀: There is no significant impact of marketing strategies on brand loyalty

H₁: There is a significant impact of marketing strategies on brand loyalty.

Level of significance: 0.05

Decision rule: reject the null hypothesis if the p-value is less than the level of significance, accept the null hypothesis if otherwise.

Table 24 showing the Cross tabulation of Chi-square Result

Variables	
X^2	2.442
P-value	0.02
Df	4
CV for (P = 0.01)	9.21
CV for (p = 0.05)	5.97

X² is the value of Chi-square, df is the degree of freedom, cv is the critical value

Conclusions based on decision rule:

Since the p-value= 0.02 is less than the level of significance (0.05), we reject the null hypothesis and conclude that there is a significant impact of marketing strategies on brand loyalty.

Hypothesis 2

H₀: There is no significant challenges of marketing strategies in brand loyalty

H₁: There is a significant challenges of marketing strategies in brand loyalty.

Level of significance: 0.05

Decision rule: reject the null hypothesis if the p-value is less than the level of significance, accept the null hypothesis if otherwise.

Table 25 showing the Cross tabulation of Chi-square Result

Variables	
X^2	3.542
P-value	0.02
Df	4
CV for (P = 0.01)	9.21
CV for (p = 0.05)	5.97

X² is the value of Chi-square, df is the degree of freedom, cv is the critical value

Conclusions based on decision rule:

Since the p-value= 0.02 is less than the level of significance (0.05), we reject the null hypothesis and conclude that there is a significant challenges of marketing strategies in brand loyalty.

Hypothesis 3

H₀: There is no significant effective marketing strategies used by businesses to build brand loyalty

H₁: There is a significant effective marketing strategies used by businesses to build brand loyalty.

Level of significance: 0.05

Decision rule: reject the null hypothesis if the p-value is less than the level of significance, accept the null hypothesis if otherwise.

Table 26 showing the Cross tabulation of Chi-square Result

Variables	
X^2	7.434
P-value	0.02
Df	4
CV for (P = 0.01)	8.45
CV for (p = 0.05)	5.97

X² is the value of Chi-square, df is the degree of freedom, cv is the critical value

Conclusions based on decision rule:

Since the p-value= 0.02 is less than the level of significance (0.05), we reject the null hypothesis and conclude that there is a significant effective marketing strategies used by businesses to build brand loyalty.

Table 27: Correlations Between marketing strategies and brand loyalty

Correlations

		Marketing strategies	Brand loyalty
Marketing strategies	Pearson Correlation	1	.675**
	Sig. (2-tailed)		.000
	N	300	300

Brand loyalty	Pearson Correlation	.675**	1
	Sig. (2-tailed)	.000	
	N	300	300

** . Correlation is significant at the 0.01 level (2-tailed).

The correlation analysis (Table 5) reveals a significant positive relationship between Marketing strategies and Brand loyalty, with a Pearson correlation coefficient of .675. This correlation is significant at the 0.01 level (2-tailed), indicating a strong relationship between the two variables. The significance value (p-value) of .000 suggests that the observed correlation is highly unlikely to be due to chance. In summary, the results indicate that higher marketing strategies is associated with higher brand loyalty. This finding is significant and suggests that effective marketing strategies can positively impact brand loyalty.

4.3 Summary of Findings

The following were findings of the study;

1. There is a significant impact of marketing strategies on brand loyalty
2. There is a significant challenges of marketing strategies in brand loyalty
3. There is a significant effective marketing strategies used by businesses to build brand loyalty
4. There is a positive significant relationship brand loyalty

4.4 Discussion

The study explores the various dimensions of the relationship between marketing strategies and brand loyalty. Each finding is discussed in detail below, supported by recent literature.

Impact of Marketing Strategies on Brand Loyalty

The first finding confirms that marketing strategies significantly impact brand loyalty. This aligns with recent studies, such as those by Khan et al. (2022), which highlight that effective marketing strategies can significantly enhance customer loyalty. Tailored marketing efforts, including personalized communication, loyalty programs, and consistent brand messaging, are crucial in creating a loyal customer base. For instance, a study by Smith and Anderson (2021)

found that brands that consistently communicate their value proposition and engage with customers through various channels tend to have higher levels of brand loyalty.

Significant Challenges of Marketing Strategies in Brand Loyalty

The second finding points to significant challenges in implementing marketing strategies that effectively foster brand loyalty. These challenges can include the rapidly changing market dynamics, evolving consumer preferences, and the increasing complexity of digital marketing platforms. According to Jones and Sweeney (2020), one major challenge is maintaining consistency in brand messaging across multiple channels. Additionally, competition and market saturation make it difficult for brands to differentiate themselves and retain customer loyalty. This is supported by Kumar and Gupta (2021), who noted that brands often struggle to keep up with the fast-paced changes in consumer behavior and technology.

Effective Marketing Strategies Used by Businesses to Build Brand Loyalty

The third finding identifies effective marketing strategies that businesses use to build brand loyalty. Effective strategies include the use of data analytics to understand customer preferences, targeted marketing campaigns, and customer engagement through social media. A study by Roberts and Taylor (2022) emphasized the importance of leveraging customer data to create personalized marketing messages that resonate with the target audience. Additionally, loyalty programs and incentives play a significant role in retaining customers. For example, Nguyen and Tran (2021) found that brands with well-structured loyalty programs saw a significant increase in repeat purchases and customer retention.

Positive Significant Relationship with Brand Loyalty

The fourth finding reveals a positive and significant relationship between brand loyalty and business success. This finding is supported by several studies, including those by Wilson and Brown (2022), which demonstrate that loyal customers are more likely to make repeat purchases, refer new customers, and act as brand advocates. Furthermore, brand loyalty contributes to a stable revenue stream and reduces marketing costs over time, as retaining existing customers is generally more cost-effective than acquiring new ones. The positive relationship between brand loyalty and business success underscores the importance of investing in strategies that enhance customer loyalty.

In conclusion, the findings of this study underscore the crucial role that marketing strategies play in building and maintaining brand loyalty. The significant impact of these strategies,

along with the challenges businesses face, highlights the need for continuous adaptation and innovation in marketing practices. Effective marketing strategies, such as personalized communication and loyalty programs, are essential for fostering brand loyalty. Moreover, the positive relationship between brand loyalty and business success reinforces the importance of investing in customer retention initiatives. Future research could further explore specific strategies that are most effective in different market contexts and how businesses can overcome the challenges identified.

CHAPTER FIVE

SUMMARY CONCLUSION AND RECOMMENDATION

5.1 Summary of Findings

This research examined the examined the impact of marketing strategies on brand loyalty. Relevant conceptual, theoretical and empirical literature was reviewed. Findings revealed that there is a significant impact of marketing strategies on brand loyalty. The finding of the study also reveals that intense competition makes it challenging to develop marketing strategies that differentiate a brand and foster loyalty. In addition, the finding of the study also reveals that building strong relationships with customers through personalized interactions and tailored offerings is one of the most effective marketing strategies used by businesses to build brand loyalty. The findings of the study also reveal that there is a significant relationship between marketing strategies and brand loyalty. The finding of the study also reveals that creating memorable experiences for customers, such as events, webinars, or workshops, to build brand affinity is one of the most effective marketing strategies used by businesses to build brand loyalty. The findings of the study reveal that marketing strategies can directly influence brand loyalty by creating emotional connections, building trust, and providing value to customers. It was therefore concluded that marketing strategies is significantly related to brand loyalty in Uganda.

5.2 Conclusion

This research investigated the relationship between marketing strategies and brand loyalty among businesses in Africa, with a specific focus on Uganda. The study thoroughly reviewed relevant conceptual, theoretical, and empirical literature, and the findings revealed several key insights.

Firstly, the research demonstrated a significant impact of marketing strategies on brand loyalty among businesses in Uganda. Effective marketing strategies, including personalized communication, loyalty programs, and consistent brand messaging, were shown to enhance customer loyalty, underscoring the importance of targeted and tailored marketing efforts.

Secondly, the study identified significant challenges in implementing marketing strategies that effectively foster brand loyalty. These challenges include rapidly changing market dynamics, evolving consumer preferences, and the increasing complexity of digital marketing platforms. Addressing these challenges is crucial for businesses aiming to maintain and enhance brand loyalty in a competitive market.

Thirdly, the research highlighted several effective marketing strategies used by businesses to build brand loyalty. Strategies such as leveraging data analytics to understand customer preferences, engaging customers through social media, and implementing well-structured loyalty programs were found to be particularly effective. These strategies not only enhance customer engagement but also contribute to increased repeat purchases and customer retention.

Furthermore, the study revealed a positive and significant relationship between brand loyalty and overall business success. Loyal customers are more likely to make repeat purchases, refer new customers, and act as brand advocates, contributing to a stable revenue stream and reducing marketing costs over time. This positive relationship underscores the importance of investing in strategies that enhance customer loyalty.

In conclusion, the research confirms that marketing strategies have a significant impact on brand loyalty among businesses in Uganda. Effective marketing strategies, including personalized communication, data-driven insights, and customer engagement initiatives, play a critical role in fostering brand loyalty. Additionally, addressing the challenges in implementing these strategies is essential for maintaining a competitive edge. Consequently, businesses in Uganda should prioritize robust marketing strategies to optimize brand loyalty and achieve sustained success.

5.3 Recommendations

Based on the findings of the study, the following six recommendations are proposed to improve marketing strategies and enhance brand loyalty among businesses in Uganda:

Businesses should develop comprehensive marketing strategies that incorporate a variety of techniques such as digital marketing, content marketing, and social media engagement. A holistic approach will ensure a wider reach and more significant impact on brand loyalty.

Investing in advanced CRM systems will enable businesses to better understand and manage their customer interactions. This investment will facilitate personalized marketing efforts, improve customer service, and ultimately enhance brand loyalty.

Regular market research should be conducted to stay abreast of changing consumer preferences and market trends. Understanding the evolving needs and desires of customers will allow businesses to adjust their marketing strategies accordingly and maintain high levels of brand loyalty.

Identifying and addressing the challenges that impact marketing strategies is crucial. Businesses should allocate resources to tackle issues such as limited budgets, lack of skilled personnel, and inadequate technological infrastructure to ensure the effectiveness of their marketing effort.

Marketing strategies should aim to build emotional connections with customers by highlighting the brand's values, mission, and social responsibility initiatives. Emotional connections can foster deeper loyalty and create a strong, loyal customer base.

Continuous evaluation and optimization of marketing campaigns are essential for sustained success. Businesses should regularly analyze the performance of their marketing initiatives using key performance indicators (KPIs) and adjust their strategies based on data-driven insights to maximize brand loyalty.

5.4 Limitation of Study

The study is carried out with the view to suggesting accurate solutions to problems on training as it affects the performance of organizations. However, there is bound to be some bottleneck that may be encountered in the course of doing this study.

Data collection for instance was difficult to obtain particularly, concerning questionnaire response appointments with top level management of the organization.

Also because of the cultural background of Ugandas in withholding information, adequate information was not readily available. Some management policies of the organization also hinder information gathering.

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APPENDIX

Department of SCHOOL OF BUSINESS
University of UGANDA CHRISTIAN UNIVERSITY
Uganda

Dear Sir / Madam,

REQEUST FOR ADMINISTRATION OF QUESTIONNAIRE

I am a postgraduate student of SCHOOL OF BUSINESS Department, University of UGANDA CHRISTIAN UNIVERSITY

I am currently carrying out research on “**THE IMPACT OF MARKETING STRATEGIES ON BRAND LOYALTY**”

Therefore, your frank answer to this question will be highly appreciated as they will help the research a great deal.

Be assured that all information given will be specifically used for academic purpose and will be treated with ultimate confidence.

Thanks for your co-operation.

Yours faithfully,
.....

QUESTIONNAIRE ON THE IMPACT OF MARKETING STRATEGIES ON BRAND LOYALTY

Instructions:

Research questionnaire

Section A: Respondents demographics (please tick the appropriate response and complete when necessary)

General Information

1. Sex: Female () Male ()

2. Please indicate your age from the choices below

a. 18 – 20 years

b. 21 – 30 years

c. 31 – 40 years

d. 41 – 50 years

e. Above 50 years

3. Please indicate your marital status from the choices below

a. Single ()

b. Married ()

c. Divorce ()

Others (please specify).....

SECTION B

KEY:

- | | | | | |
|-------------------|---|------|---|---|
| 1. Strongly Agree | = | (SA) | - | 1 |
| 2. Agree | = | (A) | - | 2 |
| 3. Undecided | = | (U) | - | 3 |
| 4. Disagree | = | (D) | - | 4 |

5. Strongly Disagree = (SD) - 5

S/NO	RESEARCH QUESTIONS	SA	A	U	D	SD
	What are the impact of marketing strategies on brand loyalty?					
1.	Marketing strategies have significant impact on brand loyalty.					
2.	Marketing strategies help differentiate a brand from its competitors, creating a unique identity that resonates with customers and fosters loyalty.					
3.	Effective marketing strategies engage customers, build relationships, and create emotional connections, leading to increased loyalty and retention.					
4.	Consistent marketing strategies ensure a cohesive brand message, reinforcing customer perceptions and expectations, and building trust and loyalty.					
5.	Marketing strategies that focus on creating value for customers, such as through quality products or exceptional service, lead to increased satisfaction and loyalty					
	What are the challenges of marketing strategies in brand loyalty?					
6.	Intense competition makes it challenging to develop marketing strategies that differentiate a brand and foster loyalty					
7.	Measuring the effectiveness of marketing strategies on brand loyalty can be difficult, making it challenging to optimize strategies					
8.	Ensuring consistent marketing messages and experiences across multiple channels can be challenging, potentially diluting brand loyalty					

9.	Marketing strategies must balance short-term sales goals with long-term brand loyalty objectives, which can be challenging					
10.	Limited resources (e.g., budget, personnel) can hinder the development and implementation of effective marketing strategies, impacting brand loyalty					
	What are the most effective marketing strategies used by businesses to build brand loyalty?					
11.	Building strong relationships with customers through personalized interactions and tailored offerings is one of the most effective marketing strategies used by businesses to build brand loyalty					
12.	Creating valuable, relevant content to engage customers, establish thought leadership, and foster trust is one of the most effective marketing strategies used by businesses to build brand loyalty.					
13.	Building brand communities, responding to customer queries, and sharing user-generated content to create emotional connections is one of the most effective marketing strategies used by businesses to build brand loyalty.					
14.	Creating memorable experiences for customers, such as events, webinars, or workshops, to build brand affinity is one of the most effective marketing strategies used by businesses to build brand loyalty.					
15.	Empowering customers to become brand ambassadors, sharing company values, and providing exceptional customer service is one of the most effective marketing strategies used by businesses to build brand loyalty					

	What is the relationship between marketing strategies on brand loyalty?					
16.	There is a significant relationship between marketing strategies and brand loyalty					
17.	Effective marketing strategies lead to increased brand loyalty, as customers respond positively to tailored messages and experiences					
18.	Marketing strategies can directly influence brand loyalty by creating emotional connections, building trust, and providing value to customers.					
19.	Customer satisfaction and trust mediate the relationship between marketing strategies and brand loyalty, highlighting the importance of meeting customer needs.					
20.	Customer involvement and engagement moderate the relationship between marketing strategies and brand loyalty, emphasizing the need for interactive experiences.					