

**IMPACT OF BRAND ROMANCE ON BRAND LOYALTY: WITH SPECIAL REFERENCE TO THE COMPUTER INDUSTRY IN THE AMPARA DISTRICT OF SRI LANKA**

**S. D. D. S. Soysa<sup>1,\*</sup> and J. D. T. Madhushanka<sup>2</sup>**

*<sup>1,2</sup>Faculty of Management Studies, Rajarata University of Sri Lanka, Mihintale, Sri Lanka*

\*Corresponding author (email: [dulanjalisevwwandi01@gmail.com](mailto:dulanjalisevwwandi01@gmail.com))

**INTRODUCTION**

In the context of marketing, brands play an essential role in consumers' lives because modern consumers always want to buy a brand if it has remained in their hearts. Their emotional attachment to it determines consumer loyalty to a brand. Today the market for technological devices is proliferating. Meanwhile, the personal computer industry takes a special place. As a result of technological development, many technologically improved personal computer brands are coming to the market. There is much competition between brands in the personal computer industry. Consumers in the personal computer industry use hundreds of brands over their lifetime; there are many brand names in the Modern market. Most consumers are dissatisfied with a specific personal computer brand and prefer to switch to other competitive brands on the market. However, only a few of them have formed strong bonds. In 2002 HP (14.2%) held the majority of the market share, as well as Dell (13.2%), IBM (5.2%), Fujitsu (3.2), and Toshiba (2.8). However, in 2021 Lenovo holds the majority of the current market share, accounting for about 24.99%, HP at 21.2%, Dell at 16.4%, Apple at 8.2%, Asus at 6%, and Acer at 5.9%. Therefore, many brands have lost their market share. Accordingly, all the old personal computer Marketers have had to withdraw from the market. Under that, if old companies had not built brand loyalty within the consumer's minds, consumers would change to the new innovative brands. It is hazardous because personal computer manufacturers invest more wealth to develop a company or develop a new brand.

Create a loving relationship with customers Brands must create an emotional connection with customers (Aydin et al., 2017). Therefore, it is essential to position a brand correctly in the minds of consumers (Consumers' loyalty to a brand is based on building an emotional bond with it. This relationship may be called brand romance (Unal & Aydın, 2013). Nowadays, marketers use brand romance as a positioning strategy to create a distinctive love for their brand in the minds of consumers. Successful brand romance helps marketers build strong and long-lasting bonds between brands and customers. Also, when considering the personal computer industry, this brand romance concept has become an essential and powerful tool for brand differentiation and positioning (Kruger et al., 2013). Also, brand loyalty can create and acquire prominent and long-lasting relationships with customers through a strong emotional brand attachment. The concept of brand romance is a highly influential and critical factor in the personal computer industry in Sri Lanka. However, the empirical investigation of Brand Romance in the Sri Lankan business context has received little attention. Therefore, this study also looked at the,

"How to extent influence of Brand Romance on Brand Loyalty in the personal computer industry of Ampara district in Sri Lanka?"

## METHODOLOGY

This is quantitative, cross-sectional, and deductive research. The study population includes all the personal computer users in the Ampara District, and 384 respondents were chosen using a convenience sampling technique. The researcher used a structured questionnaire (via Google form) as the data collection method. The questionnaire was developed, including three types of sections to gather the needed information. The second and third sections are 5-point Likert scale questions designed to measure respondents' agreement with the scenarios. Five points were appointed to scales ranging from 1 to 5, representing a range of Strongly Disagree to Agree Strongly.

The researcher used descriptive statistics, a reliability test, correlation analysis, and regression analysis to evaluate the data. Descriptive statistics was used to describe the fundamental characteristics of data in a study. The reliability test was used to measure the internal consistency of the construct that we used to measure critical variables of the statistics. Correlation analysis tests the strength of a relationship between two variables or the degree of association between two variables. Regression analysis Find out the impact of the independent variable on the dependent variable

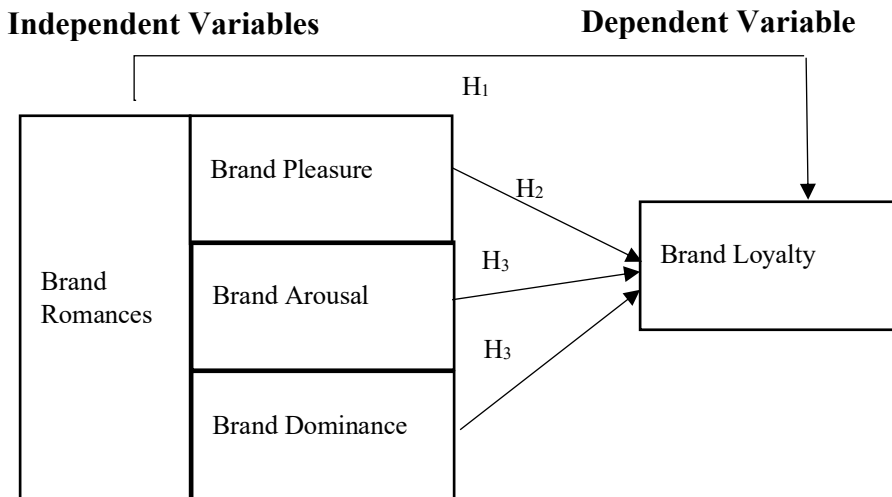


Figure 1 Conceptual Framework

According to research, brand romance is conceptualized by researchers using three key dimensions: brand pleasure, brand arousal, and brand dominance. To be tested by the study, researchers developed the following hypothesis based on the literature.

**H<sub>1</sub>:** Brand romance significantly influences brand loyalty.

**H<sub>2</sub>:** Brand Pleasure significantly influences brand loyalty.

**H<sub>3</sub>:** Brand Arousal significantly influences brand loyalty.

**H<sub>4</sub>:** Brand Dominance significantly influences brand loyalty.

## RESULTS AND DISCUSSION

Table 1 shows the Reliability Statistics of the variables of the study.

Table 1 Reliability Statistics

Variables	Cronbach's Alpha	N of Items
Brand pleasure	.858	4
Brand arousal	.833	4
Brand dominance	.894	4
Brand romance	.935	12
Brand loyalty	.794	6

According to the study, all factors' reliability values were more than 0.7. The table indicates that all the questions used to measure independent and dependent variables were internally consistent.

Table 2 KMO and Bartlett's Test

Variable	Value
Independent Variables	0.930
Dependent Variables	0.764

A validity test is used to measure the accuracy of a measurement. The KMO Bartlett's test was used to assess validity, determining how well research data is suited for factor analysis. KMO value should be greater than 0.6. If a KMO value less than 0.6 indicates the sampling is inadequate. According to Table 2, all of the values were above the 0.6 level. All of the KMO values exceeded the recommended minimum criteria. As a result, all data were appropriate for factor analysis.

Table 3 Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.634 <sup>a</sup>	.402	.398		.61181

a. Predictors: (Constant), Brand Pleasure, Brand arousal, Brand dominance

The R<sup>2</sup> value in the preceding Table 3 indicates how much of the total variation in the dependent variable (brand Loyalty) can be explained by the independent variable (brand pleasure, brand arousal, brand dominance). According to Table 3, the model's R Square or Coefficient of determination was obtained as 0.402. It suggested that 40.2 percent of the dependent variable brand loyalty variation was explained by the brand romance dimension, brand pleasure, brand arousal, and brand dominance. Also, the p-value (0.000) indicates that the model is statistically significant.

Table 4 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95.760	3	31.920	85.277	.000 <sup>b</sup>
	Residual	142.237	380	.374		
	Total	237.997	383			

a. Dependent Variable: Brand Loyalty

b. Predictors: (Constant), Brand Dominance, Brad Arousal, Brand Pleasure

The ANOVA test results are shown in Table 4. F value is 85.277 and a significant P-value of 0.000, which was less than 0.05, suggests that overall, the model applied can statistically significantly predict brand romance on brand loyalty.

Table 5 Hypothesis testing summary

Hypothesis	correlation		Decision	Regression		Decision
	r	P		B	P	
<b>H<sub>1</sub></b> : There is a positive and significant impact of brand romance on brand loyalty	.634**	.000	Accepted	.661	.000	Accepted
<b>H<sub>2</sub></b> : There is a positive and significant impact of brand pleasure on brand loyalty	.560**	.000	Accepted	.231	.000	Accepted
<b>H<sub>3</sub></b> : There is a positive and significant impact of brand arousal on brand loyalty	.578**	.000	Accepted	.221	.000	Accepted
<b>H<sub>4</sub></b> : There is a positive and significant impact of brand dominance on brand loyalty	.562**	.000	Accepted	.212	.000	Accepted

According to the correlation results, all variables have positive relationships, and all values are significant at the 0.01 level. The results of the correlation analysis identified that there is a moderate level of a positive relationship between independent and dependent variables.

According to the regression result, all three dimensions of brand romance, namely brand pleasure ( $P < 0.05$ ), brand arousal ( $P < 0.05$ ), and brand dominance ( $P < 0.05$ ), have a statistically significant impact on Brand Loyalty. When the beta values are considered, brand pleasure has the comparatively highest positive impact on brand loyalty ( $\beta=0.231$ ), followed by brand arousal ( $\beta=0.221$ ) and brand dominance ( $\beta=0.212$ ). As a result of correlation and regression, all hypotheses are accepted.

## CONCLUSIONS AND IMPLICATIONS

According to the survey data, the findings show that nearly three-quarters of respondents are consumers under 40, indicating that middle and young consumers are using a specific computer brand name. The personal computer industry needs to catch the age mentioned above category to develop and improve their business area. Marketers need to focus on strengthening those who have chosen their computer brand and changing the attitudes of those who have not yet chosen their brand. In the present study, as a product group, personal computer and HP as a personal computer brand is the first choice regarding brand romance. The results of this study show that the choice of personal computer users is limited to a small number of brands. However, there are a large number of brands in the personal computer industry. Accordingly, older brands will have to withdraw from the market. Therefore, marketers must launch strategies as soon as possible to make their brand more consumer-friendly.

Furthermore, based on the regression analysis results, brand pleasure is the best predictor of brand loyalty, followed by arousal and dominance, respectively. That the personal computer brand pleasures their thoughts and apparent results that respondents experience dominance more than what they are aroused. Thus, the survey results indicated that consumers exhibited low levels of each dimension of brand romance towards the personal computer brands that were currently being used; therefore, personal computer marketers need to come up with strategies that will enhance or retain the satisfaction of existing computer brand users. It is high time for personal computer marketers to offer the right computer-based solutions that necessitate and satisfy the needs of the different customer segments in the market, thereby increasing the brand's loyal customer base. Also, Personal computer marketers need to focus on providing brands that provide new activities to consumers to increase and maintain brand romance. These novel activities should not only be focused on personal computer technological developments. However, they could also include other aspects of marketing, such as new distribution channels, price adjustments, brand repositioning, and communication with consumers. Finally, the study suggests that markets should try to develop a romance with the brand among personal computer users in the Ampara district to increase brand loyalty.

**Keywords:** Brand loyalty, brand romance, personal computer

## REFERENCES

- Aydın, H. & Zehir, C. (2017). What type relationship do we have with our brands? Is the name of this relationship brand romance? *International Review of Management and Marketing*. 7(2). 272-283.
- Kruger, L. - M., Kühn, S. W., Petzer, D. J., & Mostert, P. G. (2013). Investigating brand romance, brand attitude and brand loyalty in the cellphone industry. *Acta Commercii*, 13(1), 1–10. <https://doi.org/10.4102/ac.v13i1.178>
- Unal, S., & Aydın, H. (2013). An investigation on the evaluation of the factors affecting brand love. *Procedia - Social and Behavioral Sciences*, 92, 76–85. <https://doi.org/10.1016/j.sbspro.2013.08.640>