

The Impact of Brand Factor, Customer Factor, and Product Factor on Brand Loyalty Towards Motorbike Brands in Bangkok, Thailand



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ABSTRACT: Thailand's market for "big bikes", or motorbikes larger than 400cc, has been enjoying tremendous growth especially with their attractive design and powerful engines, big bikes are a dream machine for many men and even some women. According to the Land Transport Department, nearly 165,000 big bikes have been registered in Thailand so far, and the number is expected to near the 200,000 mark by the end of this year (2021). On a global scale, the market for motorcycles is concentrated in the countries of the Asia-Pacific region, an area that accounts for 80% of total annual global sales (source: Statista). Therefore, competition has been fierce and all brands are looking for ways to increase brand loyalty in order to stabilize their earnings and sustain sales growth over time. Therefore, it would be beneficial to all these big bike brands to understand what constitute consumer loyalty. The purpose of this research is study of factors influencing brand loyalty of big bikers in Thailand. These factors include First-order variables: Customer Expectation (CE), Customer Satisfaction (CS), Brand Personality (BP), Brand Image (BI), Brand Trust (BT), Product (PD), Customer Psychology (CP); and Second-order variables: Customer factor (CUS), Brand factor (BRA). 400 sample were collected using electronic questionnaire through social media. We used second-order Structural Equation Models (SEM) for data analysis. The result shows that the RMSEA, which is an absolute fit index that assesses how far our hypothesized model is from a perfect model, for this model is .047 (<.05) which strongly indicates a "close fit" and the Goodness of Fit Index (GFI) value is .903 (>.90), the model seems to fit well according to the descriptive measures of fit. Moreover, CFI, which is incremental fit indices that compare the fit of our hypothesized model with that of a baseline model (i.e., a model with the worst fit), its value equals .900 indicating an acceptable fit. More importantly, Customer factor (CUS), which is second-order factor of Customer Expectation (CE) and Customer Satisfaction (CS), seem to have significant effects on Customer Psychology towards Brand Loyalty of Big Bikers in Bangkok Thailand due to their p-values are all less than .05. That means if big bike companies and manufacturers can come up with the models that meet or exceed consumer expectation and satisfy customer needs, big bikers will be more likely to switch to your brand and become brand loyal any day.

KEYWORDS: Thailand, Big Bike, Brand Loyalty, SEM

I. INTRODUCTION

The concept of in-group loyalty or reciprocal commitment has long-term behavioural effects on an individual (Bulbulia & Sosis, 2011; Boyd & Richerson, 2005). The reciprocal commitment towards a common figurine creates a sense of identity and social belongingness. Such sense transforms into commitment, as the sense of self of the individual revolves around their respective groups. Sports fans tend to display their loyalty and commitment towards a specific team or club through various forms of expression. For instance, in the domain of football fans, travelling to attend matches and displaying visual symbols such as tattoos are important ways to show their support for a particular team. Not only in the study by Coutinho et al., (2018), but several articles globally, for instance, article on Harley-Davidson's motorcycle club have increasingly reported news stories on the role of motorcycle clubs in improving the society and contributing to eliminating societal evils. Social network perspectives (or also referred to as social relationship, and/or need of self-belongingness) have influenced several sectors amid the global industry, and particularly the market for motorcycles.

Statistically, in the context of Harley, it has acquired 30% of the market share in the U. S., with higher grossing sales across the United States, with a recorded sale of only 27,200 units in the Asia-Pacific (Statista, 2021). Following a 2012 investment of Harley-Davidson in the Asia-pacific region, and entering the market of Thailand in 2016, the brand has been able to increase

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their operational foothold across the region. With respect to the Harley Davidson Rider Clubs, it is vital for the brand to encourage and motivate to establish reciprocal commitment amidst the bikers across Thailand. Social networks are not amid the major contributors towards brand loyalty. Such in Thailand's context have not been previously validated by the researchers. There is need for establishing importance of experience while dealing with brand towards customer's brand loyalty, an academic study has suggested to the end of the article. The researcher seeks to study the brand satisfaction, brand image, and brand experience affecting customer's loyalty on the motorbike industry in Thailand. Findings of this study can be contributed to the individuals, and related organizations in terms of academic performance and business managerial implication.

The aim of this study is to investigate the impact of brand factors (brand. personality, brand image, and brand trust) on brand loyalty towards motorbike brands in Thailand. The study aims to look into the effects of a variety of factors on customer preferences for various motorbikes available on the Thai market. The target respondents were working adults, Thai citizens belonging to 18 to 40 age group who had access to the Internet and were able to use the Internet. The findings of this study can help motorbike companies in building strategy to build brand loyalty among customers. The study examines the driving factors of brand loyalty and how it affects the customer buying decision of a premium motorbike brand in Thailand, as well as its implications for individuals and organizations.

II. LITERATURE REVIEW

This chapter provides a review of the literature on factors like brand image, satisfaction and association influencing customer loyalty towards a particular brand. It also offers an insight in to the history and current trends in the motorbike market of Thailand as well as an analysis of the motorcycle industry in Thailand.

A. Contextual Review

The history of Harley-Davidson dates back to 1903 when it was founded in Wisconsin. The company was established to provide experiences for riders through its motorcycles. Its 2-cylinder 45-degree V engine is known to power all of its models. In 2021, Harley-Davidson is known to be in over a hundred countries and has over 1400 stores all around the world. According to a report by Statista, the company is expected to have revenue of around 4.05 billion dollars in 2020. In 2015, Harley-Davidson was able to enter Thailand. The company has since established a plant in the country, and it is regarded as a symbol of freedom in the region.

B. Theoretical Review: The Branding Theory

Branding is important for the business for producing large revenue, continuing the promotion of the product they developed so customer can be up to date with the products leading to continuous purchase. The term branding is defined as the sign or design which helps customers to identify the brands, its services and effects, which are introduced by the different business and competitors. Josia Wedgwood and Rose Bertin, a French designer was first to introduce some well-known brands. Since, then during 18th century the concept of branding improved, development in the concept was seen and theories regarding the branding was changing in England and France.

C. Brand Loyalty

The marketing field first took an interest in brand loyalty on an academic level through Copeland's work in 1923. During this period, the brand loyalty was often represented and analysed only using the factors like repurchase, total purchase and probability of the purpose of the brand product. This notion led to a focus on price, functionality, and quality when marketing products and services. But in the 1970s and 1980s, marketing strategies shifted to focus on relationships and value creation. This incited the idea that brand loyalty is not only confined and defined by repurchase incentive but also related emotionally and psychologically. Brand loyalty is a vital aspect and desired outcome of the marketing strategies in businesses. Brand loyalty promotes the brand image and brand satisfaction of the consumers loyal to the brand. It also advertises the brand as a trustworthy, high quality and valued brand with high regards among its consumers. Marketing research have contributed more in the complex behaviours of brand loyalists and environments around the brand loyalty.

D. Branding Factors

Brand image is the key driver of brand equity, which refers to consumer's general perception and feeling about a brand and has an influence on consumer behaviour. The brand image shapes a consumer's psychological and cognitive perception of a brand which ultimately relates to benefiting the brand itself if the brand image has positive perception. Brand image is largely related with the price of the brand product for not only the consumers that are price conscious but also the consumer space. Brand quality is a crucial part of brand image. According to Aaker (1991), perceived quality lends value to a brand in several ways. High

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quality gives consumers a good reason to buy the brand and allows the brand to differentiate itself from its competitors, to charge a premium price, and to have a strong basis for the brand extension. The brand quality also indicated a certain brand strength related to brand satisfaction for a product. Due to this brand image can be directly associated with brand quality.

Brand satisfaction is a positive attitude a consumer develops as a result of evaluating his/her consumption experience with a certain product. Brand satisfaction reflects how good the product is in response to the expectations set by the product before its use. The re-purchasability of a brand product defines the strength of brand satisfaction and also directly correlates with the brand trust and a possible measure of development of brand loyalty. Customer satisfaction is a barometer that predicts the future customer behaviour (Angelova and Zekiri, 2011). If a customer's satisfaction is met or exceeds his/her expectations, repurchasing probability increases which ultimately leads to profitability. Brand satisfaction is based or related with many aspects of a brand. First and foremost is the expectation set by the product and if those expectations are met after its use by the consumer, brand satisfaction increases.

Brand image can be defined as perceptions about a brand as reflected by the cluster of associations that consumers connect to the brand name in memory. A brand association is the information or cluster of memory that's consistent with a brand in terms or perception of a consumer. Brand association can be categorized based on its perception into categories of attributes, benefits and attitudes. Attitude refers to the overall evaluation of the usage experience of the consumer for the product. Brand association is crucial for the brand image and overall perception of the brand among the consumers. Brand association contains functional and non-functional attributes. Functional attributes are the perception of customers regarding the functionality of the actual product. Non-functional attributes include the need of consumers regarding the social appeal and acceptance, and if the product reflects the consumer's values.

Brand experience is rapidly becoming one of the crucial foundations for the marketing literature and strategies since it is being perceived as a vital foundation to build a long term and stable consumer-brand relationship. Brand experience is rapidly becoming one of the crucial foundations for the marketing literature and strategies since it is being perceived as a vital foundation to build a long-term consumer-brand relationship. Brand experience has different effects on consumers and the consumers experience brands in different stages of the consumption of the product throughout its life cycle. Consumers experience shopping experiences usually before the purchase of a product and experiences service after the product has been purchased.

E. Hypothesis Development

Several literatures in the past that comprises of study regarding customer expectation and its relation to influencing brand loyalty has been conducted. A study by Koufaris & Hampton-Sosa (2004), stated that, by meeting the expectation that a business has built in its customer's mind helps the business to establish a trust around the brand as a result, that are influenced towards being loyal to the brand. According to research by Andersen (2005), the ability of a business to meets the basic expectations of their customers such as providing convince, proper communication, being truthful and reaching out to communities amongst others help the company to build brand loyalty. Kim et al. (2002) claims being able to provide customers with a consistent product or service helps the brand to build expectation.

Hence, it can be tested that, customer expectations positively influence brand loyalty.

The brand image of a business that highlights customer satisfaction is bound to influence brand loyalty, as more and more customers get satisfied the trust for the brand rises which influences brand loyalty. For example, in a research done by Massari and Passiante (2006), customer pleasure was identified as one of the primary reasons for brand loyalty. In addition, being able to build a brand that satisfies the needs and wants of the customers also helps build a positive brand image.

Hence, it can be tested that, customer satisfaction positively influences brand loyalty.

Brand personality helps a business to stand out of the crowd and target a specific group of individuals that with a specific need and want. According to research conducted by Bilgili and Ozkul (2015), having a brand personality the speaks to its customer leads to influencing brand loyalty for the brand. In a nutshell, having a brand personality the speaks to its customer leads to influencing loyalty for the brand.

Hence, it can be tested that, brand personality positively influences brand loyalty.

A brand image is the perception of the brand in the mind of its customers. Business can have positive as well as negative brand image in their customer's mind. If a brand is able to build positive brand image which ties to the positive experience it is likely to spark brand loyalty. A company can build a positive brand image by identifying their customers' needs and wants and positioning

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the brand value accordingly, according to Chen (2010). This leads to the brand being able to connect positively with the audience and form a positive image that creates a loyal customer base.

Hence, it can be tested that, brand image positively influences brand loyalty.

Brand trust is an important factor towards developing a loyalty for a brand. Brands that are trustable are able to influence its customer to become loyal. The importance of building a brand that reflects trust and its relationship towards influencing customer base that is loyal to the brand. A study by Albert and Merunka (2013) aimed at research on the topic of The role of brand love in consumer-brand relationships. A brand must be consistent with their product and service which helps to build a benchmark in customers mind and as a result develops brand loyalty.

Hence, it can be tested that, brand trust positively influences brand loyalty.

In order for a business to grow, it should provide solution to a problem. Product or service offered by the business is the determining factor which results in customer purchasing it. A business that emphasis on providing a solution to problems tends to amass highly level of brand loyalty Selnes (2013). According to Edvardsson (2000), the main reason for a consumer to choose a brand is the product or service delivered by the brand and what it does for the client; if the product or service delivers a pleasant experience, brand loyalty rises.

Hence, it can be tested that, product factor positively influences brand loyalty.

III. RESEARCH METHODOLOGY

The researchers argue upon the methodological design of the research attempted and detailed information on each of the conclusion made. A positivist research paradigm has been embraced, with deductive reasoning with complementing technique. The study has chosen a quantitative approach with a motive to gather numerical information from 378 responders which is highly regarded.

A. Research Design

The research philosophy of a study is fundamentally a principle involved in the pattern or way of analysing, gathering and using the data of an event. Researchers might even start a debate by concluding that research philosophy is essentially important to the methodological process just like the research strategy. The two crucial sources that is positivism and interpretivism of a research philosophy can be illustrated by the given table diagram.

When it comes to the technique, the first and foremost condition for the researcher is to grasp the deeper knowledge of each mentioned research forms. When analysing the brand factors and others, elements influencing the customer selections across motorbikes, the concept of positive paradigm seems more appropriate than the interpretivist or our aim (Schrag, 1992). This scientific proof will allude to the numerous specified components where, brand factors are also included, explaining their impact on consumer decision-making in Thai market.

Each research paradigm promotes a certain method of study, with positivism being best accompanied by the deductive approach. Investigation's methodological design that consists of the paradigm choices that was made earlier by the researcher is the reason for the researcher's choice of the study strategy. Earlier research and a thorough literature evaluation, that focuses on the effects of the brand factors, products factors and customer factors on brand loyalty are heavily influenced by this study. Developing and testing falsifiable hypotheses is an important part of a researcher's research. The use of numerical data for statistical analyses are similarly well aligned with the deductive approach. For understanding the relationships between variables, the testable hypotheses can only be proven right or wrong by using precise and objective means.

After deciding on a study paradigm and strategy, selecting a suitable methodological choice becomes easy. Quantitative data is numerical in nature and, as a result, is exceedingly scientific and objective. The use of objective research means and numerical data, is well suited and employed in this study.

The temporal horizon is an important aspect of the study that is mostly determined by the type of data that will be collected. The time horizon is another crucial aspect that researchers must consider. Other aspects that must be considered while determining a suitable time horizon include the data gathering procedure and the study's funding. These factors may be grouped and treated using two distinct time scopes. The researcher is interested in understanding the factors that influence Thai consumers' selection for motorbikes and the magnitude of their effects. The researcher will be able to collect data from a large number of participants, which is also a big sample. The adoption of a cross sectional time horizon would be ideal for this activity in terms of efficiency in terms of both time and effort.

B. Population and Sample Strategy

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The researcher wants to get a big and varied sample that can be handled with the current resources and limits, while selecting the size of the sample. Even though the survey's scope appears to be very narrow in that only motorbikes of Thailand are being investigated, a large sample size will be very indicative of the extremely specialized segment of the population we're looking into. The enormous amount of information supplied will assist the researcher to spot clear trends throughout the study process, perhaps increasing the value of the results for bikes under consideration. The author's sample approach is accessibility collection. This means selecting participants who meet the criteria and are accessible at the moment the investigation is being done. Regarding our investigation, which is based on an online questionnaire, it would imply the study's first 400 respondents who met the sample criteria (Kalaian, 2008). The above strategy spares the scholar a great deal of effort when it comes to hiring respondents, and all these assets may be better used elsewhere.

C. Research Instrument

In this study, the researcher will use quantitative data to evaluate the effects of several factors on brand loyalty of bikers. The questionnaire will include close ended questions that will be answered using a 5-point Likert scale. These points will range from strongly agree, agree, neither agree nor disagree, disagree, and strongly disagree. Considering this, as well as the large participant sample that the researcher intends to use (400), a survey questionnaire is the optimal tool for data gathering. Furthermore, because the sample size for this research is rather big, using a structured form will make collecting information from all responders much easier. Online services such as Google Surveys might be used to disseminate the produced survey.

D. Survey Design and Development

As previously stated, one of the key benefits of utilizing a survey method for data collecting is the ability to build the survey according to the specific aims and demands of the study. For the better evaluation of the data and for fulfilling the purpose of our study, the researcher had approved of using the 5-point Likert scale. It offers us with a better and more reliable analysis of the respondents' viewpoints than a scale with lesser alternatives would. Statements will be made on each component that the research will look at, followed by the scale, for example, "When choosing a motorbike, I compare pricing." As a result, the survey is divided into three parts: the first portion address the elements of customer experience, customer satisfaction, brand personality, brand image, brand trust, product and customer psychology that consists of 3 items each.

E. Statement of Research Method Used

A 3-part test will shortly begin followed by the 5-point Likert scales statements. Normal question will be asked on the scale of 1-7 involving around the effect of the brand loyalty while choosing their favourite motorbike. Questions like how brand of the motorbike effect their choice, which motorbike is favourable in the road of Thailand.

F. Reliability Analysis of Research Instrument

Table 1 Reliability Statistics

Variable	Reliability Statistics	
	Cronbach's Alpha ^a	N of Items
Customer Expectation	0.711	3
Customer Satisfaction	0.734	3
Brand Personality	0.813	3
Brand Image	0.795	3
Brand Trust	0.872	3
Product	0.790	3
Customer Psychology	0.790	3

The present research has applied the technique of quantitative research to attain the purposes of the study. A questionnaire has been used as the primary research instrument. The samples were randomly selected using convenience or purposive sampling method. The sample of the research was selected from a population which included the people who had direct experiences of using or had a good understanding of the product/series specified by this study. A total sample size of 40 was used. The statistical techniques used for data analysis and interpretation included descriptive and inferential statistics.

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IV. DATA ANALYSIS

A. Introduction to the Findings

This chapter reviews the demographic statistics, the hypothesized modelling, and finally, review a multiple regression analysis to define how brand loyalty towards motorbike users is affected. This chapter orients towards revisiting the key findings of the research on the relationship between motorbike ownership and brand loyalty.

B. Demographic Statistics

A total of 378 people took part in the survey. The gender of the respondents may be differentiated from the overall number of respondents. However, the number of male respondents is much larger than the number of female respondents, perhaps skewing the overall results in favour of males. 268 out of 378 respondents claimed to be in the age group of 18 to 23 which further accounts to 70.9 percent of the total respondents. The respondents were provided with three categories to choose from which were 18 to 23 years, 24 to 29 years and lastly, 30 to 39 years old. The majority of respondents belong to the age group of 18 to 23 years. Additionally, the respondents were questioned regarding their marital status and provided with two options which were married and single. Out of 378 respondents, 353 claimed that they were single which accounts to 93.4 percent of the total respondents. Out of 378 respondents 232 respondents claimed to be under bachelor's degree, accounting to 61.4 percent of the total respondents. On the whole, the majority of the respondents has an education level under bachelor's degree. The respondents were questioned regarding their income level and provide were with four options which are less than and equal to 15,000 baht. 226 respondents out of 378 claimed that they earn less than an equal amount accounting to 59.8 percent of the total respondents. 69 respondents claimed they earn 30,000 to 50,000-baht accounting to 18.3 percent of a total respondents' total income level. 215 respondents claim that they are state enterprise employee which accounted to 56.9 percent of the total respondents. The respondents were further questioned regarding their employee status where they were provided with five options which are private employee, searching for a job, self-employed, state enterprise and students. 68 respondents claimed that they were self-employed and 18 percent said they were student.

Correspondingly, the respondents were question regarding being a big biker to which the respondents were provided with two options which were Yes or No. That said, 377 respondents out of 378 claimed that they ride big bikes. As for the preferred big bike, the respondents were given two options which are BMW and Harley Davidson. 12 respondents out of 378 respondents claimed that they preferred BMW to 3.2 percent of the respondents. 9 respondents out of 378 respondents claimed that they are loyal to BMW and 2.4 percent claimed that Harley Davidson was their favourite bike. 369 respondents claimed that they were loyal to Harley Davidson accounting to 97.6 percent of the respondents.

C. Findings of Hypothesis Testing

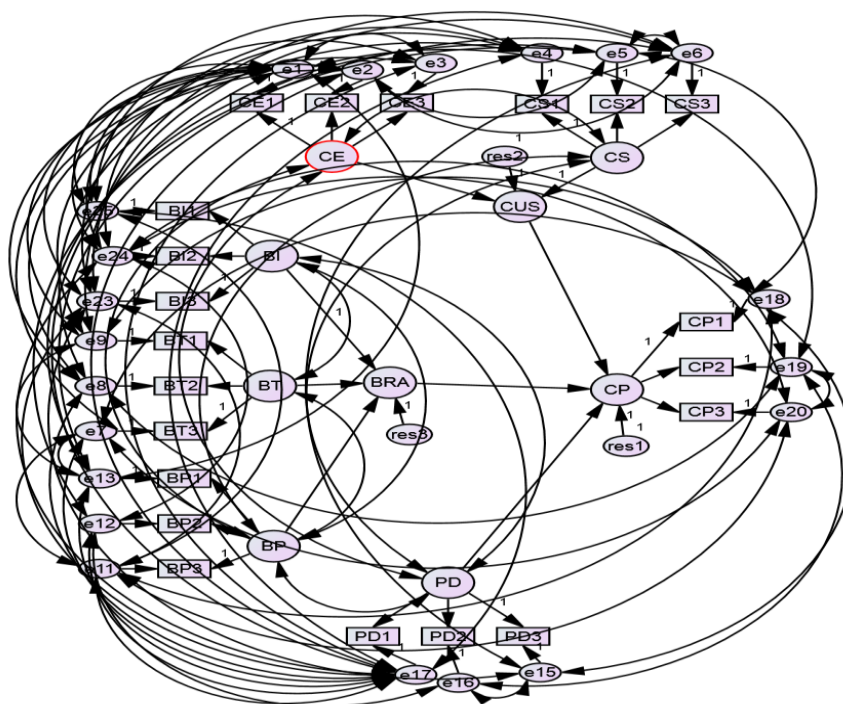


Figure 1. The Hypothesized Model (Second-Order SEM)

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- First-order variables: Customer Expectation (CE), Customer Satisfaction (CS), Brand Personality (BP), Brand Image (BI), Brand Trust (BT), Product (PD), Customer Psychology (CP)
- Second-order variables: Customer factor (CUS), Brand factor (BRA)

The result of our proposed second-order SEM model shows the followings:

RMR, GFI

Table 2 RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.033	.903	.803	.445
Saturated model	.000	1.000		
Independence model	.068	.456	.402	.415

Baseline Comparisons

Table 3 Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.873	.766	.903	.816	.900
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

RMSEA

Table 4 RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.047	.041	.053	.769
Independence model	.178	.174	.183	.000

The RMSEA is an absolute fit index that assesses how far our hypothesized model is from a perfect model. For this model, the RMSEA strongly indicates a "close fit" and the Goodness of Fit Index (GFI) value is .903 (>.90), the model seems to fit well according to the descriptive measures of fit. More importantly, Customer factor (CUS), which is second-order factor of Customer Expectation (CE) and Customer Satisfaction (CS), seem to have significant effects on Customer Psychology towards Brand Loyalty of Big Bikers in Bangkok Thailand.

Table 5 Summary of the findings

	Estimate	S.E.	C.R.	P	Label
CP <--- PD	-.222	.348	-.638	.523	
CP <--- CUS	1.650	.215	7.673	***	
CP <--- BRA	-.126	.152	-.826	.409	

D. Conclusion to Chapter

Customer expectation and customer satisfaction were relevant variables in defining the relationship that contributes to brand loyalty. Other variables were noted to have a weaker significance with brand loyalty variable. Herein, the report was established as a means to reveal relevant conclusion, recommendations, limitations, and potential future works for this research study.

V. CONCLUSION AND SUGGESTIONS

A. Conclusion

The objective of this research is to study how brand happiness, brand image and brand experience effect consumer loyalty in the motorcycle business, especially in Thailand's Harley Davidson Rider Clubs. The researcher was interested in exploring more about the connections between brand image, brand satisfaction, brand experience, and consumer loyalty. Big bike firms and

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manufacturers will be more inclined to migrate to the brand who can create models that meet or surpass consumer expectations. The hypotheses development was created to link with the conceptual framework which studies the role that brand loyalty impacts on brand image, brand satisfaction, brand associations and brand experience. The results of the study profound that all hypothesized factors of; brand image, brand satisfaction, brand associations and brand experience are directly or indirectly contributing to the degree of customer loyalty of Big Bikers.

B. Discussion

A study of Big Bikers in Thailand investigated the relationship between customer satisfaction and brand loyalty, as well as the effect this has on customer purchase intentions. Understanding the link between brand loyalty and customers satisfaction was aided by a review of the literature. According to Hur et al. (2011) positive brand experiences boost brand satisfaction through building consumer trust in the brand, which contributes to increased loyalty. Brand image and pricing fairness have been overlooked in marketing studies on consumer happiness. That pricing fairness is a significant factor in consumer contentment. The importance of brand image in boosting consumer satisfaction cannot be overstated. Brand trust is one of the most crucial aspects that should be cultivated in order for a firm to sustain a long-term connection with its consumers. The level of correlation between brand trust and brand loyalty is relatively strong, similar to the construct of perceived quality (Hair et al., 2002). This study shows that brand trust has a contributing influence on brand loyalty, i.e., as trust in a particular brand grows, so does brand loyalty. Brand loyalty has a high degree of positive brand connection with the brand, according to Ti Bei and Ching Chiao (2001). A customer's brand connection is strongly linked to the brand's worth and willingness to pay the price. The results of this study agree with those of Lim and Raziko (1997), Gladden and Funk (2002), Bear, Sauer, and Schmidt (2004).

C. Summary of Hypothesis Testing

Table 6. Hypothesis Testing

Hypothesis	Path	Results
H1	CE → BL	Significant
H2	CS → BL	Significant
H3	BP → BL	Weak Significance
H4	BI → BL	Weak Significance
H5	BT → BL	Weak Significance
H6	PD → BL	Weak Significance

D. Limitations and Suggestions for Further Study

Limitations

1. The study includes the use of only one quantitative research method which imposes several limitations in such as in ability to control the environment.
2. The study was done in Thailand, which limits the study's geographical scope because not all countries are considered. Because these motorbike brands are widely available, confining the investigation to a certain region is a significant constraint.
3. Because there are several companies in this business, each with their own passionate fan following, focusing the survey on a few brands would not justify all of the replies. As a result, the study's use of a limited pool of brands is a restriction.

Suggestions for Further Study

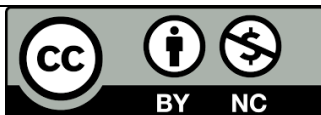
1. Using both quantitative and qualitative data might assist the study better understand the various viewpoints of respondents while also collecting rich data.
2. Second, doing research in multiple geographical locations can assist the study in collecting varied perspectives from respondents, which can be critical for analysis.
3. Finally, incorporating diverse brands from the study may assist the research better grasp the market as well as responder brand loyalty.

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