

Dissertation Proposal

by Reneta Chomezova

***Investigating the relationship
between brand image and brand
loyalty: A case study of Asda.***



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Module Title: Dissertation Proposal

Module Code: LSBB6000

Assignment: 1

Lecturer's name: Tushara Balendran

Student name: Reneta Chomezova

Student ID: 1914973

Table of Contents

<u>1. Introduction</u>	<u>3</u>
<u>2. Rationale</u>	<u>3</u>
<u>3. Aims</u>	<u>3</u>
<u>4. Objectives</u>	<u>3</u>
<u>5. Questions</u>	<u>3</u>
<u>6. Literature review</u>	<u>4</u>
<u>7. Researches Methodology</u>	<u>5</u>
<u>8. Research philosophies</u>	<u>5</u>
<u>9. Research approaches</u>	<u>6</u>
<u>10. Research strategies</u>	<u>6</u>
<u>11. Research choices</u>	<u>6</u>
<u>12. Research time horizons</u>	<u>6</u>
<u>13. Research technique</u>	<u>6</u>
<u>14. Data collection method</u>	<u>7</u>
<u>15. Research ethics and privacy</u>	<u>7</u>
<u>16. Research resources</u>	<u>7</u>
<u>References</u>	<u>9</u>

Topic: Investigating the relationship between brand image and brand loyalty: A case study of Asda.

1. Introduction

Customer satisfaction, a dependable and long-lasting brand image, and brand loyalty are all linked. Customers are said to have a loyal brand following when they consistently buy the company's products and services, suggest them to others, and have favourable attitudes about the organisation. The high degree of dynamism in the group presents a difficult decision-making process for the younger adults.

2. Rationale

It is found that positive brand image could influence customer loyalty so that they would repurchase more product or service and recommend others to buy. Because there are more alternatives accessible to customers, allowing them to choose a larger variety or more specialised picks, loyalty and connections are becoming less important to them. Many studies also show that there was positive relationship between brand image and customer loyalty. So, this had been a very important area of concerns for many organisations. This is the rationale behind this research on the relationship between brand image and brand loyalty on Asda.

3. Aims

Aim of this research is to investigate the relationship between brand image and brand loyalty on Asda.

4. Objectives

Objectives of this research are:

1. To identify how brand image and brand loyalty are connected with Asda.
2. To investigate how brand loyalty influences organisational sales revenue.
3. To recommend the strategies of developing brand image and loyalty.

5. Questions

The research questions are:

4. How are brand image and brand loyalty connected with Asda?
5. How does brand loyalty influence organisational sales revenue?
6. What are the strategies of developing brand image and loyalty in Asda?

6. Literature review

Brand loyalty definition

The concept of brand loyalty has been defined in a number of distinctive ways throughout the course of the previous several years. However, just a select handful of these are often recognised as sufficient explanations of brand loyalty. Brand loyalty is defined as having a favourable opinion of one brand and regularly purchasing that brand. This concept states that a client is loyal to a brand if both their attitude and behaviour are favourable toward it. This decision may be reflected by either intention or behaviour (Bilgin, 2018). Brand alignment occurs when a client is told that a certain brand can provide the correct product features, image, or quality for the right price. Brand loyalty is a biased behavioural reaction that is shown over time by a decision-making unit toward one or more brands out of a group of such brands and that it is a result of psychological processes.

Key factors influencing brand image

The conventional approach to building a brand's reputation entails the client making a test purchase of a particular product made by a particular business. The product must next satisfy the consumer and live up to his or her expectations; if it does, the customer is likely to buy the product again. Since the customer has acquired an opinion of the brand as one that is reliable and of good quality, they are more inclined to buy the product again or possibly another product from the same firm. The second step is to decide how one will interact with customers and, in particular, what they should anticipate from the brand (Marliawati and Cahyaningdyah, 2020). Businesses should concentrate on their core competencies, or the things that they can do better than their competitors, in order to deliver great products in a certain industry. In order to facilitate clients providing feedback in a way that is convenient for them, the third step entails creating a simple means of interaction between the company and its customers. When it comes to developing fresh methods for gathering customer feedback and, of course, telling customers about those methods, businesses have a lot of space for creativity. The fourth stage is listening to the customers' opinions, and it is quite similar to the third step in that it also entails obtaining input.

Effects of brand loyalty with image

Brand loyalty and image are related to one another states that there are three key elements that best describe the importance of this connection for firms. The first explanation for this phenomena is that companies that effectively combine strong brand loyalty with a favourable reputation have a higher likelihood of generating sizable revenues. In fact, the possibility that buyers would become less price sensitive if a company is successful in enhancing brand loyalty via image (Budiman, 2021). Customers will choose the brand even if they have to pay a greater price for it if the product this firm provides gives them the idea that it delivers them some distinctive and unique value. In reality, clients will favour the brand if the product gives them the feeling that it provides them something exceptional and distinctive.

Keller's Brand Equity model

Keller's rationale behind the concept is straightforward: in order for Asda to have a robust brand, the company must give its consumers with the greatest possible brand interactions, or experiences. Asda is dedicated to offering first-rate customer service that inspires trust in the company's products and services among current and future buyers. When Asda finally proves that their brand lives up to its promises, they will have established credibility and strengthened loyalty among its clientele. Distributor expansion might benefit from increased brand recognition (Budiman, 2021). If Asda consistently disappoints its customers, it might hurt its reputation. When people cease believing in a thing, they stop purchasing it and they work very hard to persuade others to stop believing in it, too.

7. Researches Methodology

Methodology in research refers to the set of steps used to collect, organise, and evaluate data. The research onion is one such framework that may be used to create a solid research technique; in other words, it can be used to build a string of choices that will ultimately allow for systematic investigation. This research will be to investigate the relationship between brand image and brand loyalty on Asda.

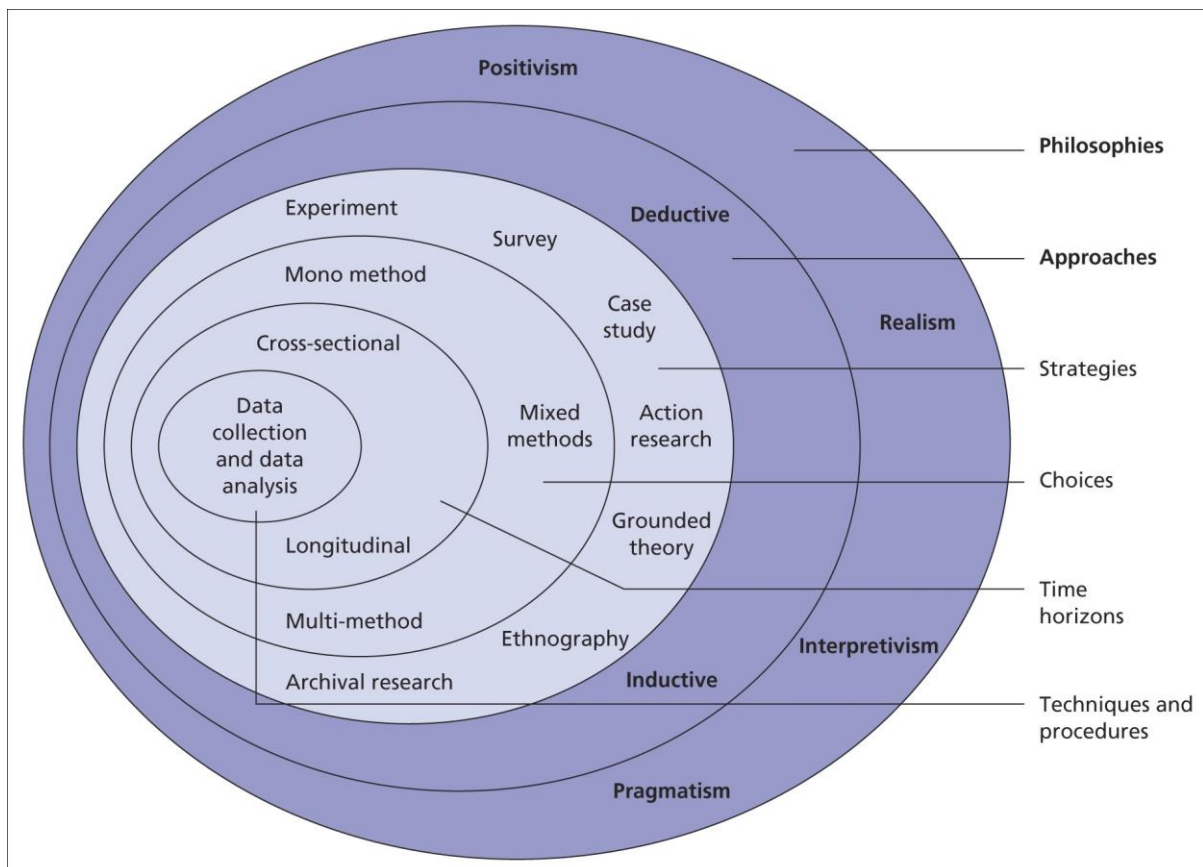


Fig.1 Source: A. Thornhill et al., (2012) *Research Methods for Business Students*

8. Research philosophies

The "positivism approach" is a popular philosophical method employed in research. This method documents the theoretical aspects of the tasks performed over the course of the study. This assures that the material is concentrated on the real market data and that the research is built based on this sort of unfiltered, unique information (Snyder, 2019). However, the positivist method often fails to provide useful information.

9. Research approaches

The "deductive approach" will be used in this study to achieve its goals. This strategy will gather data and then inspire the researchers to provide the right answer. By reducing expenditures when necessary, it also improves cost effectiveness. All of these defences supported the research's use of the logical approach.

10. Research strategies

The "survey technique" is another key factor that might be strategically employed. It makes it possible for the researcher to get pertinent data from the chosen group. According to Green and Levinsen (2017), survey methods enable researchers to get both primary data and insight from raw data. Finding the ideal interaction patterns is also helpful. This is the justification for the research's use of survey methods.

11. Research choices

It is very advantageous to use the "quantitative approach" as a research technique. This strategy raises the acceptability and value of a study. The organisation may use a variety of tactics to get the necessary data. This approach will be employed in this research since it makes it possible to gather relevant data. Only collecting and analysing quantitative data is based on the mono method.

12. Research time horizons

Temporal horizons have been kept consistent by using the "cross sectional approach." This choice was made because it was expected that when the data was gathered, it would no longer be useful. The easiest way to make judgments fast is using this time horizon type (Basias and Pollalis, 2018). The cross sectional approach will thus be used throughout the whole course of this inquiry.

13. Research technique

To effectively communicate the study's results to all parties involved, a qualitative approach will be used. In addition, the theoretical underpinnings of the data will be examined using this technique. The use of statistical procedures is made easier by theoretical data's benefit of being understandable (Snyder, 2019). By outlining the roles of the specialists, it also aids in the decision-making process.

14. Data collection method

Raw data must be used to guarantee that the study is comprehensive. The raw data should be relevant to the population that the study is focusing on. Original data is thus a crucial component of our research. Primary data may be used to establish the proper objective and technique for the study population. On the other hand, secondary data will also be employed since its inclusion ensures several parts of the research process. Researchers may use secondary data to analyse the data they first gathered (Zangirolami-Raimundo et al., 2018). A literature study will be utilised to get secondary data, while a questionnaire will be employed to collect primary data. This will be done using a simple random sampling technique. Questionnaire will be online where 10-15 questions will be added. Respondents will get at least 2 minutes to answer each of the question.

15. Research ethics and privacy

The following things were guaranteed in order to preserve the moral elements and other issues. The necessary information must be obtained from reliable sources. Only those who have the required authorisation may share the obtained data with a third party. The most current data will be used in the study. This investigation acknowledged some of its own shortcomings. The time allotted for the study's completion was much too condensed. Data collection was challenging since there are several online interactions. It could be challenging to evaluate the presented data from a research perspective (Green and Levinsen, 2017).

16. Research resources

[illegible]

References

Adrian Thornhill and Philip E. T. Lewis (2012) Research Methods for Business Students

Basias, N., and Pollalis, Y. (2018). Quantitative and qualitative research in business and technology: Justifying a suitable research methodology. *Review of Integrative Business and Economics Research*, 7, 91-105.

Bilgin, Y. (2018). The effect of social media marketing activities on brand awareness, brand image and brand loyalty. *Business & management studies: an international journal*, 6(1), 128-148.

Budiman, S. (2021). The effect of social media on brand image and brand loyalty in generation Y. *The Journal of Asian Finance, Economics and Business*, 8(3), 1339-1347.

Green, R., and Levinsen, K. (2017). Workshops as a Research Methodology. *Electronic Journal of E-learning*, 15(1), 70-81.

Marliawati, A., and Cahyaningdyah, D. (2020). Impacts the brand of experience and brand image on brand loyalty: Mediators brand of trust. *Management Analysis Journal*, 9(2), 140-151.

Snyder, H. (2019). Literature review as a research methodology: An overview and guidelines. *Journal of Business Research*, 104, 333-339.

Zangirolami-Raimundo, J., Echeimberg, J. D. O., and Leone, C. (2018). Research methodology topics: Cross-sectional studies. *Journal of Human Growth and Development*, 28(3), 356-360.