















When it comes to an electronic item, perceived quality plays a vital role. There can be well known and well aware brands with negative perception of the perceived quality. So the brand should offer ‘high quality’ product as a whole to the consumer which is lacking in this brand. It can be rectified by offering innovative and user-friendly with more functional benefits and product differentiation. Example: ‘Samsung’ smart LED television.

The strong positive position with regard to the company reputation should be further strengthened by delighting the consumers in its full operation. This mainly depends on the ‘employees’ of the company whom can many negatives into positives. For example; in case a customer makes a complaint to sales department about the product he has purchased at a time salesmen are very busy, the salesman should patiently listen to it and should be able to give a satisfactory solution to the customer. This is good customer handling. If salesman did not give a proper answer, the customer gets disappointed and loses the confidence about the company. Therefore, company should continuously do training and development program, incentive rewards to motivate employees.

## 11. References

- [1] Mellens, M., M. G. Dekimpe, and J. B. E. M. Steenkamp (1996), "A review of brand-loyalty measures in marketing," *Tijdschrift voor Economie en Management*, 41 (4), 507-533.
- [2] Rosenberg, L. and Czepiel, J. (1983). A marketing approach for consumer retention, *Journal of Consumer Marketing* (2):45-51
- [3] Aaker, D.A. (1991). Managing Brand Name. Capitalizing on the value of a brand name , 1-3.
- [4] The Business Times. 2013. Business Times.
- [5] Atilgan, E., Aksoy, S., & Akinci, S. (2005). Determinants of the brand equity: A verification approach in the beverage industry in Turkey. *Marketing Intelligence & Planning*, 23(3), 237-248
- [6] Lau G.E. 1999 and Lee S.H. 1999, Consumers’ Trust in a brand and the link to brand loyalty, *Journal of Market Focused Management*, pp. 1-5
- [7] Kotler P. 2003, Marketing Management, 11<sup>th</sup> ed. *Pearson Education*, India. pp. 118-123
- [8] Jacoby J, Chestnut RW, Webster FE, editor. Brand Loyalty: Measurement and Management. New York: Wiley, 1978
- [9] Wilkie, W.L. (1994). Consumer Behavior New York: John & Sons
- [10] Oliver, R. (1997). Whence customer loyalty. *Journal of Marketing* , 33-44.
- [11] Tepeci, M (1999), “Increasing brand loyalty in the hospitality industry”, *International Journal of Contemporary Hospitality Management*, Vol.11 No.5, pp.223-229
- [12] Keller, K. L., Parameswaran, M. G., & Jacob, I. (2011). Strategic Brand Management. Retrieved January 24, 2014, from <https://yipityug.files.wordpress.com/2014/10/strategic-brand-management-building-measuring-and-managing-brand-equity.pdf>
- [13] Akaah, I. P. and Korgaonkar, P. K. (1988). A Conjoint Investigation of the Relative Importance of Risk Reducers in Direct Marketing, *Journal of Advertising Research* 28 (4), 38-44.
- [14] Kotler, P. (2000), Marketing Management. The Millennium Edition, Upper Saddle River, Prentice Hall
- [15] Milgrom, P. and Roberts, J. (1986), Price and advertising signals of product quality. *Journal of Political Economy*, 94(4), 796-821.
- [16] Rosenthal, R. and H. Landau, "A Game-Theoretic Analysis of Bargaining with Reputations", *Journal of Mathematical Psychology*, 20 (1979), 233-255.
- [17] Shimp T. A., Bearden W.O., 1982. "Warranty and Other Extrinsic Cue Effects on Consumers' Risk Perceptions," *Journal of Consumer Research*, 9 (1), 38-46.
- [18] Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2009). Marketing Management: A South Asian Perspective. Delhi: Dorling Kindersley.
- [19] Peter, J., & Olson, J. (2008). Consumer behavior and marketing strategy (8 ed.). New York: McGraw-Hill.
- [20] Fader, Peter S., and David C. Schmittlein. (1993). "Triple Jeopardy: Excess Behavioral Loyalty Experienced by High-Share Brands." *Journal of Marketing Research* 30 (November), 478-493.
- [21] Farris, Paul, James Olver, and Cornelis de Kluyver. (1989). "The Relationship Between Distribution and Market Share." *Marketing Science* 8 (Spring), 107-127.
- [22] Schoenbachler, D., Gordon, G. and Aurand, T. (2004), "Building brand loyalty through individual stock ownership," *Journal of Product & Brand Management*, Vol. 13 No. 7, pp. 488-497.
- [23] Rao, Akshay R., Monroe K, (1988), "The Moderating Effect of Prior Knowledge on Cue Utilization in Product Evaluation", *Journal of Consumer Research*, 15 (September) 253