

The Impact of Brand Awareness on Customer Loyalty towards Igloo Ice Cream: A Study on Dhaka University Students

S.M. Shariful Haque, Tauhid Ahmed Bappy & Md. Arifuzzaman

Abstract:

The importance of brand awareness to develop higher level of customer loyalty in the ice cream industry is multifaceted. Igloo, being the market leader, takes a wide range of brand building measures to make customers more aware but that does not necessarily lead them to capture the multifarious benefits of full customer loyalty. The purpose of the study, however, was to identify the impact of brand awareness on consumer loyalty towards Igloo Ice Cream. All the 100 respondents chosen for this study using stratified sampling technique were surveyed with 5 point Likert Scale. The data were analyzed using statistical tools such as factor analysis and multiple regression analysis. The study reduced the twelve brand awareness building variables such as brand name, logo, slogan, character, product variety, price, communication, product availability, events, sponsorship, promotional merchandise, trade show into three factors namely “Marketing Programs”, “Brand Exposure Builders” and “Brand Recognition Elements”. The findings also suggest that among these three factors “marketing programs” most significantly affect brand awareness. From regression analysis, it was found that brand awareness building variables and customer loyalty have high degree of positive association and the ability to recognize brand character, brand name, brand slogan, affordability with price, and participation in Igloo sponsored events most significantly influence customer loyalty. Recommendations were provided in the end which if followed by the management of Igloo will ensure higher customer loyalty.

Key words: brand building, Brand Awareness, Customer Loyalty, Igloo & Brand Recognition.

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Introduction

Brand awareness reflects the consumers' knowledge about a brand and how easily they can recognize and recall the brand from their memory (Aswad, 2016). Brand awareness shows the level of ease or difficulty customers have in recognizing brands. Customer loyalty on the other hand measures the extent to which customers illustrate their loyalty towards a particular over a period of time, which results in consistent repeat purchases. (Macdonald and Sharp, 2000) stated although consumers keep familiarizing themselves to purchase a product, brand awareness is still a key factor in influencing buying decisions. When consumers want to purchase a product, and a brand element shows up in their mind, it shows the product has high brand awareness. So higher brand awareness can lead to higher customer purchase and better customer loyalty (Aaker, 1992).

The Ice-cream industry in Bangladesh, like any other developing industry, has experienced an incursion of new entrants in recent year. So, it is imperative for Igloo to instill brand knowledge and brand recognition to intensify the overall brand value to its customers. Considering the monetary value of national ice cream market, it is worth around TK 6.5 billion. Branded ice cream producers constitute the 85% of the total ice cream market (Miah, 2010). Igloo is the first ever branded ice-cream, which was introduced in 1964. After the 1971 liberation war, it was nationalized. Igloo was acquired by Abdul Monem Ltd(Amlbd.com, 2018) during the early 80's. After 10 years since the took-over Igloo became the market leader. Till then, it has retained its position. The ice cream range is growing day by day and Igloo continues to lead the top of the mind awareness among consumers. Igloo is currently offering a grand total of 50 ice creams to the customers which serve all segments of the market but that doesn't necessarily lead to 100% market share. Differentiation is somewhat more difficult to do in ice cream industry than in other food product due to the very nature of the product as it depends on the frequent changes in tastes of the customers. It is, therefore, important to focus on creating effective brand awareness to enjoy the benefits of customer loyalty. This research is done with a purpose of identifying which variables and factors are responsible for building Igloo's brand awareness and how this brand awareness ultimately is affecting customerloyalty towards Igloo by using different statistical probabilities.

Objectives of the research

The broad objective of this study is to find out the impact of brand awareness on customer loyalty towards Igloo ice cream.

Specific objectives (Malhotra, 2008) in line with the broad objectives are given below:

- To identify the variables and factors that create brand awareness to influence customer loyalty.
- To identify the relative importance of the factors and variables that affect brand awareness of Igloo.
- To identify the degree and strength of association between customer loyalty and brand awareness creating variables.
- To identify which brand awareness creating variables have the most significant impact on customer loyalty
- To recommend effective brand awareness programs for Igloo in order to ensure higher customers satisfaction and higher loyalty.

Literature review

Brand awareness

Brand awareness means the ability of consumers to identify, recognize and recall a brand in different buying situations. Two crucial things are considered as brand awareness like brand recall and brand recognition (Aaker, 1992). Brand recall is the ability of customers to recall the brand name immediately after seeing it whereas brand recognition means the ability to identify a brand after getting some cues. Tangible components of a brand like name, logo, symbol, sign, and metaphor facilitate customer awareness of a brand. Apart from this, positive word of mouth and advertising also enhances brand awareness (Aaker, 1992). Moreover, brand awareness can be distinguished from depth and width. Depth means how to make consumers to recall or identify brand easily and width expresses inferences when consumer purchases a product. Both brand depth and width are necessary for creating brand awareness. Brand is often defined as a name that identifies a product or service.

Brand name lies in the minds and hearts of customers that often creates high brand awareness (Keller et al, 1998). It is the emotion and ideas that consumers positively associate with a company and its products. It connects the product or services emotionally to the consumer's needs and wants.

Logo & Symbol must be set after establishing the brand name and identity and it requires creative work from the people in the organization. Once a logo has established consumer loyalty, the next step is to repeat it as much as possible (Keller, 2013). Logo should accompany each time the company and its product or service is exposed anywhere.

Slogan is strongly associated with the brand name and it is used everywhere along with it. It works as a shadow for the brand name. A brand name alone can't communicate or speak for the brand. Thus slogan is essential for communicating the essence of a brand. Slogan must be short, simple and easy to pronounce (Keller, 2013)

A distinct **brand personality or character** will help a brand to stand out in a competition and negates the competitor point of difference. By addressing different personalities, the same product can be appealing to varied audiences. Personality traits must be trustworthy and it helps to build customer confidence (Keller, 2013) With trustworthiness a brand can strengthen its belief in consumers to maintain its quality standards.

According to (Berger, Draganska and Simonson, 2006) **product** is the critical element the companies make use for brand awareness, brand perception and choice through providing consumers expected requirements, variety and quality, and maintaining the industry standards.

Price is one of the core elements of marketing mix.(Kotler et al., 2017) opined that price is the money that consumer want to pay for a particular product and service. Price often signals the quality of the product and creates high brand awareness and customer loyalty if consider perceives price as consistent and effective with the product quality and features.

According to(Aswad, 2016) **communication** is element of marketing mix that firms use to inform, persuade and remember a particular product, its offers and to build company image through advertisement, sales promotion, public relation, direct marketing, and packaging. (Percy and Rossiter, 1992), (Dhurup, Mafini, and Dumasi, 2014) advocated that promotion is only tools that firms initially use to make aware the customer about the brand and in this regard advertisements and direct marketing create awareness of brand among customers where sales force and trade promotion can create significant awareness among channel members.

Product availability, also called as customer convenience or distribution, is the marketing mix element that makes the product and services available to the customer's location.

According to (Shah, Kumar and Zhao, 2015) Product availability creates significant brand awareness by allowing customers to buy the product whenever and wherever they want.

A trade fair (trade exhibition, trade show, or expo) can be an event arranged to ensure that businesses within a particular sector may display and exhibit their current services and products, interact with business partners and consumers, research functions of competitors, and analyze current opportunities marketplace and trends (Horn, 2002). A large number of businesses annually make use of trade shows to assist boost their brand awareness, present new services or products and obtain details about their rivals.

Sponsorship can be a typical marketing function which happens in public projects or events and it can be also referred to as event marketing. Linking a brand to an event can be a great way to deal with customers. Sponsorship makes, within the minds of customers, a connection involving the organization or brand and an organization or event which focuses on consumers' worth extremely (Shojaee and Bin Azman, 2013). Another benefit of making use of events being a communication channel consists of the face-to-face contact a sponsoring organization may have using their potential audience.

Promotional merchandise, promotional products, promotional items, promotional gifts, product media, or advertising gifts, often known as swag, tend to be content articles of products (usually branded with a slogan or logo) utilized in integrated communication and marketing plans (keller, 2013) stated that customers usually recognize and recall a brand a brand more if they receive something as a gift with brand logo and name.

Customer Loyalty

According to Hughes, (2003), Customer loyalty is both an attitudinal and behavioural tendency to favour one brand over the others, whether due to satisfaction with the product or service, its convenience, performance, comfort and simply the familiarity with the product. Keller, (2013) stated that customer loyalty is highly increased when organizations focuses on customer development by making attempts to gather insights about the newly acquired customers and demands. According to Hughes, (2003), Customer loyalty becomes high when customers show their commitment to the organization by making repeated purchase and generate positive word of mouth for the brand. The provided sales services, product quality, fulfilling requirements of demand, engagement etc. to customers ensure customer commitment to the organization. Acquiring new customer is important, but loaylty is much

created through the retention of existing customers. Dhurup, Mafini, and Dumasi, (2014) stated that it is considered profitable and easier to retain the existing customers by providing them value-added products and services.

Impact of Brand Awareness on Loyalty:

(Koniewski, 2012) stated that, brand awareness is the starting point for customer satisfaction and loyalty. According to (Lin, 2006), warranty and brand awareness help building brand equity to influence developing customer loyalty. Brand awareness influences the young adults of South East Asian (SEA) country to purchase smart phones (Zahid et al., 2016). In case of common and repeat purchase, Brand awareness stimulates the purchase decision (Macdonald & Sharp, 2000). Although (Babu and Shams, 2015) found some factors influencing customers' choice of Ice cream, no in depth empirical study has been conducted in Bangladesh to analyze whether brand awareness of ice-cream brand fosters customer loyalty or not. Such gaps in the earlier works persuaded the present researchers to conduct a study on this topic with reference to Igloo, which is considered to be the market leader ice cream brand in Bangladesh (Miah, 2010). So, on the basis of review of literature, a conceptual framework of customer loyalty through brand awareness is introduced in the following figure:

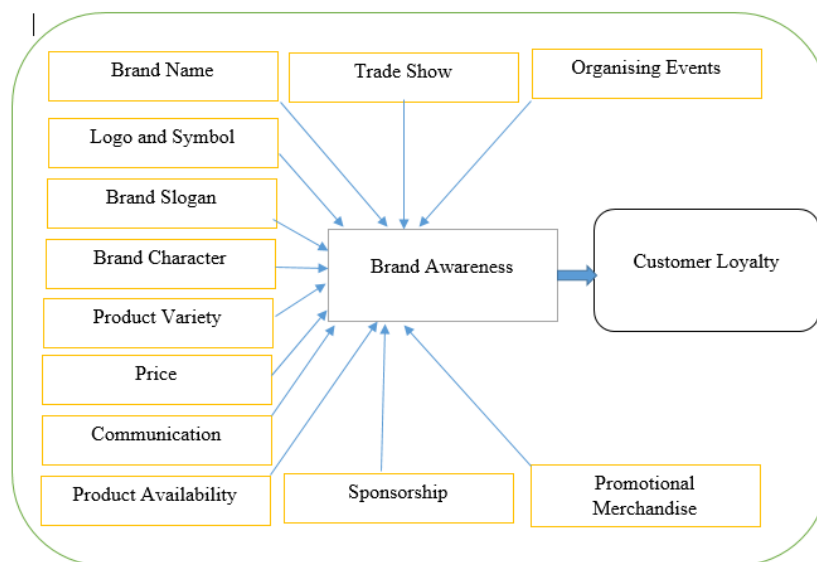


Figure 1: Conceptual Framework

Source: Author

Research Questions

- What are the variables and factors that affect brand awareness to influence customer loyalty towards Igloo?
- How important one factor is in comparison with another in terms of creating brand awareness?
- What is the degree and extent to which brand awareness has an association with customer loyalty?
- Which brand awareness creating variables have the most significant impact on customer loyalty?
- What are the recommendations about effective brand awareness programs for Igloo in order to ensure higher customer satisfaction and higher loyalty?

Research Hypothesis

- H₀1: Brand name does not have any impact on customer loyalty
- H₀2: Brand logo and symbol does not have any impact on customer loyalty
- H₀3: Brand Slogan does not have any impact on customer loyalty
- H₀4: Brand Character does not have any impact on customer loyalty
- H₀5: Product Variety does not have any impact on customer loyalty
- H₀6: Price does not have any impact on customer loyalty
- H₀7: Product availability does not have any impact on customer loyalty
- H₀8: Communication does not have any impact on customer loyalty
- H₀9: Trade Show does not have any impact on customer loyalty
- H₀10: Organizing events does not have any impact on customer loyalty
- H₀11: Sponsorship does not have any impact on customer loyalty
- H₀12: Promotional Merchandise does not have any impact on customer loyalty.

Research Methodology

This study is a descriptive study where quantitative data have been collected through survey questionnaire to analyze the impact of brand awareness on customer loyalty towards Igloo ice cream. In order to make the report more meaningful and presentable, two sources of data,

primary and secondary, were used. The primary data were collected from the students of department of Marketing of Dhaka University on twelve variables. Secondary data were collected by reviewing different literatures. Recently published articles and journals were very helpful in this regard.

A self-administered structured questionnaire was mainly used for collecting the data. The questionnaire also included some open ended and non-forced, balanced and odd numbered non-comparative itemized questions. A 5 point Likert scale (1= strongly disagree, 5= strongly agree) had been used for the survey. The target population was defined as the 800 BBA students of department of marketing of University of Dhaka. They have an age between 18-24 years and they were surveyed in November, 2017. The sampling frame was a student directory which lists all the students of marketing department. The sample size was 100 and the sampling technique used for this study includes stratified sampling in which BBA students of marketing department was partitioned into 4 strata or batches. Elements were selected from each stratum or batch by a random sampling technique. This study has been done through quantitative analysis and as a part of this, the popular statistical tools such as factor analysis using Principal Component Analysis (PCA) with varimax rotation and regression analysis have been used to carry out the necessary assessments using SPSS. Table and figures were also used where necessary.

Results and Discussion:

The researchers conducted a factor analysis to identify the components that are responsible for creating brand awareness among the customers of Igloo. To check the appropriateness of factor analysis model, the researcher relied on Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett's test of sphericity.

KMO and Bartlett's Test of Sphericity:

The value of KMO ought to fall within 0 and 1. Kaiser (1974) provided some guidelines which serve as a rule of thumb when interpreting KMO statistic. In his opinion, below .50 as a KMO value is "unacceptable"; which means one cannot do factor analysis with that result. Even a result of .60 is "mediocre". It is only when one get into .70, the result becomes "middling" and certainly KMO values of .80 and .90 are "meritorious" and "marvelous" respectively.

The following table shows that Kaiser-Meyer-Olkin measure of sampling adequacy in this study provides a value of .760 which is an indicator of middling or marvelous result. It also implies that the sample size and data fit well for factor analysis. Moreover, Bartlett's test of sphericity reveals that the probable chi-square statistic is 387.865 with 66 degrees of freedom which, however, is significant at .05 levels. So, the null hypothesis, the population correlation matrix is an identity matrix, is rejected by Bartlett's test of sphericity.

Table 1
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.760
Bartlett's Test of Sphericity	Approx. Chi-Square	387.865
	Df	66
	Sig.	.000

Communalities

Communalities represent the proportion of each variable's variance explained by each factor. Appendix I suggests indicates that from brand name to trade show the initial communality is 1.0. With the help of principal component analysis extraction method it is apparently evident that the averagecommunality of the variables after extraction is above .40 which means the variables are well represented in the factor.

Total Variance:

Appendix II suggests that the total variance caused by all 12 components is 12 which are equal to the number of variables (See the appendix). Component 1 accounts for variance of 4.226, which is (4.226/12) or35.213% of the total variance. Likewise, Component 2 and component 3 are responsible for 12.871% and 11.095% of the total variance. These components cumulatively explain59.179 of the total variance.

Determination of number of factors:

Appendix II points out that out of 12 initial factors, only the factors with eigenvalues above 1 were retained by the researcher. Thus, component 1, component 2 and component 3 were used for further analysis (see table 2).

Rotated Component Matrix

Rotation of component matrix was required to achieve simplicity in the interpretation (Malhotra, 2008). That is why principal component analysis with varimax rotation was chosen in the process of identifying the factors affecting brand awareness of Igloo customers. In this study, the suggestion provided by Stevens (1992) for using a factor loading cut-off of .40, regardless of sample size, has been followed for easy interpretation. Hence, variables with factor loadings below .40 were not taken into consideration.

Table 2
Rotated Component Matrix

	Component		
	1	2	3
Brand name			.789
Brand Logo			.837
Brand Slogan			.616
Brand Character			.425
Product Variety	.793		
Price Recall ability	.837		
Communication Strategy	.761		
Product Availability	.613		
Events		.692	
Sponsorship		.724	
Promotional Merchandise		.655	
Trade Show		.711	

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

The rotated component matrix in the above table gives the following results:

- Component 1 has high loadings with variables such as product variety, affordable pricing, communication strategy, and product availability. This component may be labeled as “**Marketing Program Component.**” This component also explains most of the variance (35.213). So, When Igloo offers various flavors of Ice creams with good taste such as (Lolly, cherry, Cone, Chocobar, Cup, Vanilla, Liter Box etc), charges prices that are affordable and easily recallable, takes an integrated communication strategy such as advertising, sales promotion, direct marketing, public relation and so on which is consistent with its image and makes its Ice cream available in every convenient location for customer, the company can create significant brand awareness through its marketing programs.
- Component 2 has high loadings for variables such as events, sponsorship, promotional merchandise, trade shows. This component may be named as “**Brand Exposure Creators**”. Ensuring attention getting exposures by organizing events, sponsoring in various events and competitions and participating in the trade shows, Igloo Ice Cream can intensify brand awareness which ultimately ensures customer loyalty.
- Component 3 has high loadings with variables such as brand name, brand logo, brand slogan, brand character. This component or factor may be called as “**Brand Recognition Elements.**” That means with its memorable and meaningful brand name, attractive and recognizable logo, catchy slogan, identifiable brand character Igloo can enhance customer’s ability to recognize Igloo ice cream. So, this factor certainly affects brand awareness to influence customer loyalty.

The researchers carried out regression analysis twice; firstly to know the impact of identified factors on brand awareness and secondly to find out the impact of brand awareness creating variables on customer loyalty.

First Regression: Firstly, to check the degree and strength of association between overall brand awareness and the identified factors, the researchers conducted regression analysis on the basis of surrogate variables. To pick up the surrogate variable, the researchers considered for each factor the variable with highest loadings on that factor (Malhotra, 2008). So, affordable price, events and brand logo were chosen as surrogate variables which represent component 1, component 2, and component 3 respectively.

Table 3
Model Summary^b(First Regression)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.869 ^a	.756	.748	.22448	2.029

a. Predictors: (Constant), Events, Brand Logo, Affordable Price

b. Dependent Variable: Overall Brand Awareness

Model summary from table 3 indicates a strong positive correlation ($R=.869$) between brand awareness and the independent surrogate variables that represent each factor. R^2 or coefficient of multiple determination represents the strength of association between dependent variable and independent variables (Malhotra, 2018). So, the value $R^2=.756$ in the model signifies that 75.6% variance in dependent variables is explained by the identified independent variables. Here adjusted R square is .748 which is closer to R square which suggests that the addition of independent variables after the inclusion of first independent variable plays a role in explaining the variation in dependent variable. The value of Durbin-Watson test falls within 1.5 and 2.5 which indicates the data are not auto correlated.

From the ANOVA table, it is evident that P value is less than .005 which is significance level. So the null hypothesis ($H_0: R^2_{pop} = 0$) is rejected. This ultimately means that independent variables affect the dependent variable (Overall Brand awareness)

Table 4:
ANOVA^a(First)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.961	3	4.987	98.963	.000 ^b

Residual	4.838	96	.050		
Total	19.798	99			

a. Dependent Variable: Overall Brand Awareness

b. Predictors: (Constant), Events, Brand Logo, Price Recallability

Table 5 indicates that all the chosen surrogate independent variables that represent the three previously identified factors are significant at 5% significant level. Among these variables, affordable pricing of Igloo Ice Cream associated with factor 1 plays the most positive role in affecting brand awareness since it has the highest beta coefficient value. The coefficient table below also indicates no multicollinearity problem since tolerance values $>.1$ or $VIF < 10$.

Table 5
Coefficients^a(First Regression)

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.108	.181		6.124	.000		
	Brand Logo	.245	.033	.381	7.397	.000	.958	1.044
	Affordable Pricing	.254	.029	.483	8.843	.000	.852	1.173
	Events	.225	.030	.403	7.518	.000	.888	1.127

a. Dependent Variable: Overall Awareness of Customers

Second Regression: Once it is known that which factors or independent variables are responsible significantly for creating brand awareness among Igloo's customers, the researcher conducted another multiple regression analysis to find out the association between brand awareness and customer loyalty.

The results are summarized below:

Here, $R = .874$ in the model summary shown below suggests that there is high degree of positive correlations between customer loyalty and brand awareness creating predictors

Table 6
Model Summary^b(Second Regression)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.874 ^a	.763	.731	.24051	2.108

a. Predictors: (Constant), Brand name , Brand Logo, Brand Slogan, Brand Character, Product Variety , Affordable Pricing, Communication Strategy, Product Availability, , Events, Sponsorship, Promotional Merchandise, Trade Show.

b. Dependent Variable: Overall Loyalty of Customers.

R square indicates that 76.3 percent variation in customer loyalty for Igloo can be explained by the brand awareness creating predictors.

ANOVA table results provide sufficient evidence to reject the null hypothesis ($H_0: R^2_{pop} = 0$) since p value is less than the significance level (.05)

Table 7
ANOVA^a(Second)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	16.245	12	1.354	23.404	.000 ^b
	Residual	5.032	87	.058		
	Total	21.278	99			

a. Dependent Variable: Overall Loyalty of Customers.

b. Predictors: (Constant), Brand name , Brand Logo, Brand Slogan, Brand Character, Product Variety , Affordable Pricing, Communication Strategy, Product Availability, , Events, Sponsorship, Promotional Merchandise, Trade Show.

The rejection of null hypothesis means some or all the independent variables affect the dependent variables. Coefficient table below determines which specific coefficients are significant.

Table 8
Coefficients^a ((Second Regression))

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.365	.249		1.462	.147		
Brand name	.094	.046	.134	2.020	.046	.620	1.614
Brand Logo	.027	.044	.040	.602	.549	.610	1.640
Brand Slogan	.070	.033	.129	2.106	.038	.730	1.371
Brand Character	.162	.040	.269	4.069	.000	.621	1.610
Product Variety	.035	.038	.064	.933	.353	.570	1.754
Affordable Pricing	.101	.043	.186	2.364	.020	.440	2.274
Communication Strategy	.033	.044	.058	.752	.454	.453	2.210
Product Availability	.068	.039	.125	1.745	.084	.533	1.876
Events	.074	.040	.128	1.830	.071	.557	1.794
Sponsorship	.150	.038	.247	3.963	.000	.699	1.431
Promotional Merchandise	.067	.040	.104	1.682	.096	.711	1.407
Trade Show	-.004	.070	-.005	-.061	.951	.371	2.693

a. Dependent Variable: Overall Loyalty of Customers.

From the aforementioned coefficient table, it can be observed that five of the twelve brand awareness creating variables has significant impact on customer loyalty. So, the null hypotheses (see hypotheses portion) set for brand logo, product variety, communication

strategy, product availability, events, promotional merchandise and trade show could not be rejected.

However, the researcher rejected the null hypotheses for variables such as brand name, brand slogan, brand character, affordable pricing, and sponsorship. The values of non-standardized beta coefficient imply that among the five variables which are significant at 5% significant level, brand character is the most important variable for building customer loyalty for Igloo followed by sponsorship, affordable pricing, brand name and brand slogan. The positive coefficient values reveal that higher level of knowledge and awareness about Igloo's brand character, brand name, brand slogan, increasing affordability with the prices of Ice cream, and augmented participation in the Igloo sponsored events result in higher level of customer loyalty towards Igloo.

Although non-significant, still among the rest of the variables, product availability, events, promotional merchandise have slight chance in influencing customer loyalty towards Igloo according the findings since these variables gave P values which came closer to but not below .05 significant levels.

Recommendations and Conclusion

The researchers have derived from the analysis part that independent variables such as brand characters, affordable price, sponsorship, brand name and slogan influence more to positively affect the customer loyalty as in increase purchase or facilitate advocacy for Igloo. Based on the analysis of this study, the researchers have arrived at the situation where some recommendations for Igloo to improve the current condition of brand awareness so that it can affect the customer loyalty more effectively have been provided. The recommendations are given below:

- Management should focus on these variables which are significant to hold existing buyers. Brand character should be communicated with exciting or fun elements in advertisements, so that customers can easily recognize. Besides, Company should ensure the repetition of their brand name and slogan in their TVC, Print ads and other sources, So that customers can easily identify the Igloo brand.

- The variable of pricing requires careful calculation of recovering the production and supply costs with markups. Igloo can price high for its premium products and low for common varieties that have little opportunity to improve flavors and can be easily copied. Note that respective marketing actions should be associated with its premium and common products. Proper justification should be properly communicated of the reason of the high costs.

Igloo should not be satisfied with their current situation, as the competition is intense. They should take necessary steps in order to correct their insignificant factors and convert them into significant ones. Measures that should be taken are as follows:

- Product quality should not be compromised at any circumstances. There are numerous cases where sales falter as quality was not maintained. If production costs increases, it would be wise to increase its price rather than decreasing its quality. There is possibility that direct competitors would capitalize on capturing the opportunity and shift customers to their side.
- Variety in the product line raises the curiosity to try out new flavors and by keeping track of sales, management can take decisions that best serve their purpose.
- Events can take place annually, half yearly or random in time. Ice cream festivals once in a year or reserving stalls in fairs that are now holding in different places of our country all time around should be managed. Sales can be low in events but the motive here is to attract customer eyes to be in their minds for later recall while buying whenever they crave for ice creams. Adding games in such event may increase sales too.
- Promotional merchandise such as mugs, umbrella, t-shirts, caps, pens, key chains, wristbands, pencil cases, badges for bags, stickers or other prized item will increase engagement from customers. Usage of these items will affect the mind for the brand to purchase in future. Identifying and managing effective actions needed to strengthen the variables will positively affect to increase customer loyalty of Igloo.

In light of findings presented in this study, it is clear that three components of brand awareness have impact on the positive customer loyalty. The researcher thinks that Igloo ice

cream will be highly benefitted by adopting the identified components or factors of brand awareness. So, the influencing factors such as “Marketing Programs”, “Brand Exposure Builders”, and “Brand Recognition Elements” should be managed effectively to ensure customer loyalty. Customer loyalty towards Igloo ice cream depends on many awareness creating variables. Among them Brand Character, sponsorship, affordable pricing, brand name and brand slogan are more important. Any problem related to these variables can reduce customer loyalty, so the management of Igloo ice cream should try to monitor these variables and take corrective measures whenever something goes wrong. The researchers believe that this study will help the policy makers of Igloo ice cream to understand the impact of brand awareness on customer loyalty and make better decisions thereby.

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Appendices

Appendix I

Communalities

	Initial	Extraction
Brand name	1.000	.638
Brand Logo	1.000	.717
Brand Slogan	1.000	.438
Brand Character	1.000	.479
Product Variety	1.000	.630
Price Recall ability	1.000	.742
Communication Strategy	1.000	.648
Product Availability	1.000	.534
Events	1.000	.555
Sponsorship	1.000	.528
Promotional Merchandise	1.000	.465
Trade Show	1.000	.727

Extraction Method: Principal Component Analysis.

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Appendix II

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.226	35.213	35.213	4.226	35.213	35.213	2.658	22.146	22.146
2	1.545	12.871	48.085	1.545	12.871	48.085	2.346	19.549	41.696
3	1.331	11.095	59.179	1.331	11.095	59.179	2.098	17.484	59.179
4	.911	7.590	66.770						

5	.789	6.573	73.343					
6	.718	5.985	79.328					
7	.577	4.809	84.137					
8	.512	4.263	88.400					
9	.486	4.051	92.451					
10	.383	3.191	95.642					
11	.310	2.585	98.227					
12	.213	1.773	100.000					

Extraction Method: Principal Component Analysis.

Appendix III

Demographic Profile

Gender/Batch	20h Batch	201 st Batch	22 nd Batch	23 rd Batch
Male	12	14	9	13
Female	13	11	16	12

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