Determinants of Brand Loyalty among Residentsof Jos, Nigeria

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Abstract
The paper investigates the predictors of brand loyalty among the residents of Jos, Nigeria. The rationale behind the study was to find out what makes people loyal to a particular brand. The paper is anchored on hierarehy of effects model and theory of reasoned action. Sun>ey researeh method was used while the study adopted questionnaire as the instrument of data collection. Findings from the questionnaire show that it is possible for consumers to be loyal to a particular brand; findings further show that several factors motivate consumers to be loyal to a particular brand; the factors as identified are: corporate reputation, customer satisfaction, product quality, switching cost, brand trust and commitment. The strategies companies use to build brand loyalty as identified from the questionnaire are: advertising, public relations, customer relationship management, sales promotion, high quality products, direct marketing and personal selling. The paper concludes that there are factors that motivate customers to be loyal to brands and recommends among others, that, companies should endeavour to provide mechanisms for customer feedback via comment cards or a dedicated email address. Effectively listening to customers and acting upon their feedback can also enable companies to have insights into customer needs and build customer loyalty.

Keywords: Customer, brand, brand loyalty and Jos residents

Introduction

No business can survive without a reliable stream of customers. Among the many factors that cause customers to buy and buy again is brand loyalty. The Importance of brand and its impact on sales of products and services is growing increasingly. Nowadays, creating value for customers is one of the most important roles for marketers; this is because organisations must retain their customers if they must make profit. Tracy (2012) avers that the success of a business or a sales career depends on relationships selling and customer loyalty. In today's competitive market, customers are very difficult and expensive to acquire and they can represent tremendous value to an organisation.

Thus, increasing competition pressures, as noted by Perrin-Martinenq (2004) have made loyalty and profitability important goals for practitioners. Enhancing brand loyalty is difficult when consumers' choice is widening at an ever-increasing rate. When a business organisation begins to witness decreasing brand loyalty, it poses a serious problem to its existence; that is, that business organisation is likely to fold up in the nearest future. Marketing Essays (n.d) notes that it is not simple to keep customer loyalty with one company, since there has been a significant increase in product and service innovation of many organisations. The way the consumers see an organisation goes a long way in determining their loyalty to the products and services of that organisation; this perception is very crucial to building a brand which exists in customers' mind. Firms need to understand the determinants of customer loyalty, so as to incorporate them into their programmes, thereby winning the goodwill of these customers toward their products and services; these factors will change customers' product experience and their perception.

Consumer behaviour is habitual because habits are safe and familiar. Thus, in order to create brand loyalty, advertisers must break consumer habits, help them acquire new habits and reinforce those habits by reminding them of the value of their purchase and encourage them to continue purchasing those products in the future. The image surrounding a company's brand is the principal source of its competitive advantage and is, therefore, a valuable strategic asset. In fact, a company should view its brand to be not just a product or service, but as an overall brand image that defines a company's philosophies.

The primary mission of advertising, as noted by Asemah (201 la) is to reach prospective customers and influence their awareness, attitudes and buying behaviour. Advertising motivates, reinforces and influences consumer's beliefs and attitudes. The efforts of advertisers are aimed atinfluencing consumers to purchase goods and services more often and attract additional consumers to making them patronise the goods and services. It is therefore in line with this that the study examines the determinants of brand loyalty among residents of Jos, Plateau State, Nigeria.

Objectives of the Study

The objectives of the paper are to:

1. Determine whether it is possible for consumers to be loyal to a particular brand
2. Ascertain the factors that make consumers to be loyal to a particular brand.
3. Ascertain the relevance of brand loyalty to companies
4. Determine the strategies companies use to build brand loyalty.

Conceptualisation of Brand and Brand Loyalty

A brand is the implied promise a company holds in the minds of audiences. The foregoing implies that a brand is the idea or image of a specific product or service that consumers connect with, by identifying the name, logo, slogan or design of the company that owns the idea or image (Aaker, 1996). This perhaps explains why The American Marketing Association (AMA) defines a brand as "a name, term, sign, symbol or design or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers. Thus, it is seen as a distinguishing symbol, mark, logo name, word, sentence or a combination of these items that companies use to distinguish their product from others in the market. This shows that any brand is a set of perceptions and images that represent a company, product or service. It is also seen a product, service or concept that is publicly distinguished from other products, services or concepts so that it can be easily communicated and usually marketed. Brands are usually protected from use by others by securing a trademark or service mark from an authorised agency, usually a government agency. Before applying for a trademark or service mark, you need to establish that someone else has not already obtained one for your name.

Brand loyalty is the consumer's conscious or unconscious decision, expressed through intention or behaviour, to repurchase a brand continually. It occurs because the consumer perceives that the brand offers the right product features, image or level of quality at the right price; it is therefore seen as a deeply held commitment to rebuy or repatronise a preferred product/service consistently in the future, thereby causing repetitive same-brand or same Lavidge and Gary A. Steiner in 1961. It suggests that there are six steps from viewing a product advertisement (advertisement) to product purchase. The job of the advertiser is to encourage the customer to go through the six steps and purchase the product. Thus, Pamoni (2010) avers that the hierarehy of effects model holds that consumers respond to marketing messages in a structured way, based on how (consumers) they think and feel and on what they (consumers) do. This step-wise process begins with product awareness and results in actual purchase and plays a fundamental role in how advertisers develop efficient marketing communications through the route of cognition (thinking), affection (feeling) and conation (doing) and only in that order. Thus, the model proposes stages through which the buyer/customer passes to purchase a product or patronise any service. The stages as noted by Drypen (2008) are:

i. **Awareness:** If most of the target audiences are unaware of the object, the communicator's task is to build awareness, perhaps just name recognition, with simple messages repeating the product name. Consumers must become aware of the brand. The brand name needs to be made focal to get consumers to become aware.
ii. **Knowledge:** The target audience might have product awareness, but not know much more; hence this stage involves creating brand knowledge. This is where comprehension of the brand name and what it stands for become important. What are the brand's specific appeals, its benefits? In what way is it different from the competitor's brands? Who is the target market? These are the types of questions that must be answered if consumers are to become knowledgeable of brand.
iii. **Liking:** If target members know the product, how do they feel about it? As the title states, this step is about ensuring that the customer likes the product.
iv. **Preference:** The target audience might like the product, but not prefer it to others. In this case, the communicatormust try to build consumer preference by promoting quality, value, performance and other features. The communicator can check the campaign's success by measuring audience preference before and after the campaign.

v. **Conviction:** A target audience might prefer a particular product, but not develop a conviction about buying it. The communicator's job is to build conviction among the target audience.

vi. **Purchase:** Finally, some members of the target audience might have conviction, but not quite get around to making the purchase. They may wait for more information or plan to act later. The communicator must need these consumers to take the final step, perhaps by offering the product at a low price, offering a premium or letting consumers tried out. This is where consumers make a move to actually seareh out information or purchase.

The model is relevant to the study because it explains how consumers move from one stage to the other before they become loyal to a product. It takes a lot of work to take a consumer from awareness to the final stage of purchase, so companies need to ensure that they try their best possible to get customers from conviction to complete the final stage of purchase.

The second theory is the theory of reasoned action. The theory of reasoned action was developed by Martin Fishbein 1975 and Icek Ajzen in 1980. The theory as noted by Hale, Householder and Greene (2002, p. 259) is explicitly concerned with behaviour. The theory of reasoned action is, therefore, a model for the prediction of behavioural intention, spanning predictions of attitude and predictions of behaviour. The theory was born largely out of frustration with traditional attitude-behaviour researeh, much of which found weak correlations between attitude measures and performance of volitional behaviours (Hale, Householder and Greene, 2002, p. 259). The theory defines the links between beliefs, attitudes, norms, intentions and behaviours of individuals. According to this model, a person's behaviour is determined by his behavioural intention to perform it. This intention is itself determined by the person's attitudes and his subjective norms towards the behaviour. Fishbein and Ajzen (1975, p. 302) define the subjective norms as the person's perception that most people who are important to him think he should or should not perform the behaviour in question. This theory can be summarised by the following equation:

behavioral intention = Attitude + Subjective norms.

The theory is equally relevant to this study because it lays emphasis on how the attitude of a person toward a behaviour is determined by his beliefs on the consequences of this behaviour, multiplied by his evaluation of these consequences. Beliefs are defined by the person's subjective probability that performing a particular behaviour will produce specific results. This model therefore suggests that external stimuli influence attitudes by modifying the structure of the person's beliefs. The implication is therefore that marketers need to carefully study the altitudes of consumers before marketing theirproducts; they need to understand what will appeal to the consumers so that they advertise their products in line with that.

Dust and Askarzade (2013) carried out researeh on the relationship between customer loyalty and product brands. The result of the study shows that product brands result in an increase in satisfaction level, profitability and company share in the competitive market. This implies that brand loyalty leads to profit making because it leads to a situation where several consumers patronise the product of an organisation. Similarly, Yuen (2007) in his researeh entitled "The effect of customer trust on customer loyalty and repurchase intention: The moderating influence of perceived CSR" found out that with low perceived CSR towards an organisation, customers' trust-loyalty relationship is stronger than the customers with high perceived CSR. Sondoh, Omar,

Wahid, Ismail and Harun (2007), in their study of "The effect of brand image on overall satisfaction and loyalty intention in the context of colour cosmetic" found out that overall satisfaction does influence customers' loyalty. The results imply that marketers should focus on brand image benefits in their effort to achieve customer loyalty.

Chaudhuri and Holbrook (2001) observe that there is a strong relationship between customer relationship and brand loyalty. It has been suggested that loyalty includes some degree of pre-dispositional commitment toward a brand. Brand loyalty is viewed as multidimensional construct. It is determined by several distinct psychological processes and it entails multivariate measurements. Customers' perceived value, brand trust, customers' satisfaction, repeat purchase behaviour and commitment are found to be the key influencing factors of brand loyalty. Commitment and repeated purchase behaviour are considered as necessary conditions for brand loyalty followed by perceived value, satisfaction, and brand trust. Enhancing customer loyalty could have dramatic effects on profitability. Among the benefits from brand loyalty, specifically, longer tenure or staying as a customer for longer was said to be lower sensitivity to price. This claim had not been empirically tested until recently. Recent researeh found evidence that longer-term customers were indeed less sensitive to price increases (Chaudhuri and Holbrook, 2001).

Brand loyalty can be developed through various measures such as quick service, ensuring quality products, continuous improvement, wide distribution network, etc. Brand loyalty is always developed through post-purchase. To develop brand loyalty, organisations should know their niche market, target them, support their product, ensure easy access of their product, provide customer satisfaction, bring constant innovation in their product and offer schemes on their product so as to ensure that customers repeatedly purchase the product (Management Study Guide, n.d). As brand loyalty increases, customers will respond less to competitive moves and actions. Brand loyal customers remain committed to the brand, are willing to pay higher price for that brand, and will promote their brand always. A company having brand loyal customers will have greater sales, less marketing and advertising costs, and best pricing. This is because th? brand loyal customers are less reluctant to shift to other brands, respond less to price changes and self- promote the brand as they perceive that their brand have unique value which is not provided by other competitive brands (Management Study Guide, n.d).

Petromelli, Morrison and Milling (2002) argue that it matters less what is in the corporate portfolio when the economy is expanding rapidly and all new products and emerging brands seem to offer prospects of contributing to the creation of consumer value. The way consumers perceive brand is a key determinant of long-term business - consumer relationships (Keller, 2001). Recent studies revealed that corporate brands are adored, venerated and coveted by customers and organisations alike, and, therefore, represent one of the most fascinating phenomena of the business environment in the twenty-first century (Olins, 2000; Pauvit, 2000; Balmer, 200ia). It can be inferred mat corporate brands have a utility in several regards: they communicate the brand's values, often seen as a promise, they afford a means of differentiation from their competitors and they enhance the esteem and loyalty in which the organisation is held by its stakeholder groups (Balmer, 200Jb). Linton (n.d) avers that brand loyalty has an influence on consumer behaviour, so it is important for small businesses to build brands that can compete with the major branded products on retail shelves.

Methodology

The paper adopted survey researeh technique. Survey researeh technique focuses on a representative sample derived from the entire population of study. Survey, as noted by Asemah, Gujbawu, Ekhareafo and Okpanachi (2012) is the most appropriate method of gathering and measuring data relating to demographics, attitude, opinion and perception. Surveys depend on samples of respondents drawn from the population and considered representative of that population. Thus, survey was adopted because the study population was too large and it required a representative sample to be drawn and studied. More so, Ohaja (2003), cited in Asemah, Nwammuo and Edegoh (2014) argues that survey is a study of the characteristics of a sample through questioning, which enables *n* researeher to make generalisations concerning his population of interest.

The population is made up of adult men and women in Jos, Plateau State. The population of the adult men and women in Jos. Plateau State, as retrieved from the official Gazzette of the Federal Republic of Nigeria (2006, population census) is 1,008,477. The population of the study is therefore, 1,008,477 people. The sample size is four hundred and twenty three (423). This was arrived at, using Cochran's statistical formula for determining sample size. The purposive sampling technique was used to select public relations practitioners, advertising practitioners, students and lecturers of tertiary institutions in Jos metropolis. The purposive sampling was used because as noted by Asemah, Gujbawu, Ekhareafo and Okpanachi (2012), it is a sampling method in which the researeher uses his or her judgement to choose respondents and selects those that best-meet the purpose of the study; It is the sampling method whereby the researeher just picks those considered to possess the required attributes or information. Simple random technique was used to select the four hundred and twenty three (423) respondents for the study. To ensure that the instrument for the study measure what it set out to measure, experts in public relations and advertising in Jos metropolis scrutinised it in line with the objectives of the study to ensure its validity.

Data Presentation

This section is the presentation and analysis of the questionnaire from the respondents. A total of 423 copies of questionnaire were administered to respondents. Out of the 423 copies administered, 415 copies were returned and only 405 copies were found usable. The remaining 10 copies were not well filled in. Therefore, the presentation and the analysis of the data was based on the 405 respondents. This was considered adequate because it represents *96%* of the return rate.

Table 1: Responses on whether consumers can be loyal to a particular product

Variable	**Frequency**	**Percentage**
Yes	405	100%
No	Nil	0%
Total	**405**	**100%**

The data in Table 1 shows that it is possible for customers to be loyal to a particular product. This is based on the fact that all the respondents agreed to that effect.

Table 2: Brand loyalty is very relevant to companies

Variable	Frequency	Percentage
Strongly agree	281	69%
Agree	124	31%
Undecided	Nil	Nil
Disagree	Nil	Nil
Strongly disagree	Nil	Nil
Total	**405**	**100%**

The question in Table 2 was designed to find out whether brand loyalty is relevant to manufacturing companies. The data shows that that brand loyalty is important to manufacturing companies. 281 (69%) strongly agreed; while 124 (31%) agreed; none of the respondents ticked undecided, disagree and strongly disagree. This, therefore, implies that brand loyalty is very important to manufacturing companies.

Table 3: Extent to which brand loyalty is relevant

Variable	Frequency	Percentage
Very Great Extent	330	81%
Great Extent	75	19%
Not at all	Nil	Nil
Low Extent	Nil	Nil
Very Low Extent	Nil	Nil
Total	**405**	**100%**

Out of the 405 respondents that returned their copies of questionnaire, 330 (81%) said that it was to a very great extent while the remaining 75 (19%) respondents said that it was to a great extent; none of the respondents ticked not at all; low extent and very low extent. This implies that the extent to which brand loyalty is important to manufacturing companies is very great.

Table 4: The factors that make consumers to be loyal to a particular product

Variable	Frequency	Percentage
Product quality	23	6%
Price	55	14%
Product package	6	1%
Product design	4	1%
Corporate reputation	10	2%
Customer satisfaction	76	19%
Switching cost	3	1%
Brand trust	42	10%
Commitment	9	2%
Product availability	31	8%
All of the above	146	36%
Total	**405**	**100%**

The question in Table 4 sought to know the factors that make consumers to be loyal to a particular product. The data in the table shows that several factors can make consumers to be loyal to a particular brand. Out of the 405 respondents that returned their copies of questionnaire, 146 (36%) respondents agreed that all the factors listed in the table can motivate consumers to be loyal to a particular product.

Table 5: Responses on the strategies companies use to enhance brand loyalty

Variable	**Frequency**	**Percentage**
Public relations	41	10%
Customer relations	18	4%
Personal selling	29	7%
Sales promotion	43	11%
Direct marketing	4	1%
High product quality	38	9%
Strong advertising	62	15%
All of the above	170	41%
Total	**405**	**100%**

The data in Table 5 shows that companies use various strategies to promote brand loyalty. As seen in this Table, the strategies are: customerrelations, personal selling, sales promotion, direct marketing, high product quality and strong advertising. This is based on the fact that majority of the respondents (41%) agreed to that effect.

Discussion of findings

Findings show that it is possible for consumers to be loyal to a particular brand; this is possible when the organisation is able to use certain techniques to arrest the attention of the consumers and they become loyal to such a product. Findings further show that several factors motivate consumers to be loyal to a particular brand. The factors as identified are: corporate reputation, customer satisfaction, product quality, etc. Corporate reputation is about the impression people have about an organisational as an entity. This perhaps explains why Ewing, Windisch and Newton (2010) note that companies have found out the importance and role of corporate reputation regardless of where they are located. Corporate reputation is something over the image and identity of a corporation. Corporate reputation is considered as the valuable strategic source. Fomburn (1996) and Bromley (2002) define reputation as: “the total customers' evaluation of the behaviour and previous results of the corporation which describe the corporation's capability to provide value and profit to its multiple beneficiaries.” The reputation of a corporation can be determined by the customer's perception of experience, direct and indirect information which is the upshot of the corporation's previous activities. There is a widespread well-grounded belief that a brand's image strongly influences buying behaviour (Romaniuk and Shaip, 2003).

An organisation’s corporate reputation can be built through corporate branding strategy that seeks to create unique identity and position for its products, services and ensures that both product and organisation create value beyond that of their competitors (Ind, 1997, cited in

Shahri, 2011). Corporate branding strategy can create added value for the corporation and implement its vision and create unique position in the market place (Van Riel and Bruggen, 2002, cited in Shahri, 2011).Van Riel and Bruggen (2002), cited in Shahri (2011) define the corporate branding strategy as a systematically planned and implemented process of creating and maintaining a favourable reputation. They also said its constituent elements by sending signals to stakeholders used the corporate brand. Some factors impact the crafting strategy of the corporate brand. Corporate strategy, business model, organisational culture, pace of innovation, added-value lever, resources and brand vision are factors that should be taken into account when choosing a branding strategy (Kapfercr. 2008, cited in Shahri. 2011).

Another determinant of brand loyalty as gotten from the researeh exercise is customer satisfaction; when a customer is satisfied after using a product from first purchase, he is likely to repeat purchase. The interviewees said customer satisfaction is the most important factor that determines brand loyalty. The findings from the questionnaire administered also corroborated the data gotten from the interview. This is because majority of the respondents agreed that customer satisfaction plays a very crucial role in bringing about brand loyalty. The findings corroborate the data from literature review. Customer satisfaction and loyalty are highly correlated. Customer satisfaction is a good basis for loyalty (Leverin and Liljander, n.d). Johnson and Forwell (1991) define an overall customer satisfaction as the customer's rating of the brand based on all encounter and experiences. Bennett and Thiele (2004) affirm that if the customers experience high level of satisfaction they are highly to be pre-disposed attitudinally to the particular brand and intention to repurchase.

Product quality was also identified as one of the factors that determine brand loyalty. Product quality encompasses the features and characteristics of a product or service that bears on its ability to satisfy stated or implied needs. Romaniuk and Sharp (2003) posit that the more attributes (non negative) associated with a product brand; the more loyal consumers are likely to buy. Perceived quality, as noted by Bilal (2010) is a concept which is very closely related with satisfaction and loyalty is perceived quality. The differences between the concepts, according to Bilal (2010) have not always been very clearly defined. They have been used on occasion in an indistinct manner (Bilal, 2010). Making an attempt at clarifying the distinction between satisfaction and perceived quality, Anderson and Sullivan (1993), cited in Bilal (2010) consider that satisfaction requires previous consumption experience and depends on price, whereas, quality can be perceived without previous consumption experience and does not normally depend on price.

However, in circumstances where there is little available information or where quality evaluation is difficult, price can be an indicator of quality. Thus, it can be argued that there is difference between customer satisfaction and product quality. Service quality has been found to have a profound input on customer satisfaction and loyalty as a whole and is defined as the result of the comparism that customers make between their expectations about a service and their perception of the way the service has been performed (Caruana, 2002, cited in Bilal, 2010). Product quality is one of the determinants of brand loyalty because when the perceived value is low, customers will definitely be more inclined to switch to competing businesses in order to increase perceivedvalue and this will contribute to a decline in loyalty. Customer satisfaction is the result of a customer's perception of value received.

Another factor discovered to be responsible for brand loyalty is switching cost. When a consumer ways the cost of switching from one brand to another and discovers that it will cost him more, he or she may decide to be loyal to the initial brand. The cost implication may therefore be the barrier for switching from one brand to another. This perhaps explains why Jones, Beatty and Mothersbaugh (2002) define a switching barrier as any factor that makes it difficult or costly for customers to change providers. Shergill and Bing (2006), cited in Bilal (2010) see switching cost as the technical, financial or psychological factors which make it difficult or expensive for a customer to change brand. Thus, when the costs of switching brand are high for the customer, there is a greater probability that the customer will remain loyal in terms of repeat purchase behaviour, because of the risk or expense involved in switching and because of the accompanying decrease in the appeal of other alternatives (Kon, 2004, cited in Bilal, 2010).

Brand trust also makes consumers to be loyal to a particular brand; when consumers have the trust that a brand takes care of their needs, they become more loyal to the brand; this is purely the case of the devil you know is better than the angel you do not know. Chaudhuri and Holbrook (2002) define brand trust as the customer's willingness to rely on the ability of the brand to perform its stated function. Trust causes dedication because it reduces the costs of negotiating agreements and lessens customers' fear of opportunistic behaviour by the service provider. Brand trust leads to brand loyalty and commitment because trust creates exchange relationships that are highly valued.

Commitment was also discovered to be another factor that makes consumers to be loyal to a particular brand. Once some customers are committed to a particular organisation, they find it difficult to switch to other brands. Commitment may be seen as the desire to maintain a relationship; thus, it is seen as a pledge of continuity; meaning that commitment is a resistance to change of brand.

Findings also show that a company stands (he chance of benefiting from brand loyalty. Brand loyalty allows a company to market and advertise its goods or services in the market; companies are often unable to capture a significant portion of market share without informing consumers. Additionally, new companies might have no customers who are informed or loyal to the business and its products. Therefore, building loyalty by offering quality products or undercutting another company's brand loyalty can improve market share. Profit is the main reason why a company operates in a given business environment. A company makes profit by selling goods and/or services to consumers, with profits coming from either a high volume of sales or high profit margins. This implies that brand loyalty allows a company to generate higher sales through word-of-mouth advertisement. Word-of-mouth advertising occurs when current customers have enough loyalty that they recommend a company's products or services to other consumers. This allows the company to build a loyal consumer base, through its current customers. Thus, it can be said that customers who are behaviourally loyal to a firm display more favourable attitudes towards the firm, in comparism to competitors.

Findings further show that companies use several strategies to build brand loyalty; these can be done through strong advertising and marketing campaigns that influence consumers as well as high-quality products or services. The strategies generally identified for building brand loyalty are: advertising, public relations, customer relationship management, sales promotion, high

quality products, direct marketing and personal selling. Advertising has to do with creating awareness about goods and services so as to enhance patronage. For any organisation, advertising is one of the most important marketing activities. In modem economics, advertising occupies an important n arketing position {Asemah, Edegoh and Ojih, 2013; Edegoh, Ezebuenyin and Asemah, 2013; Asemah, Edegoh and Ogwo, 2013). Advertising has to do with providing information, calling attention to and making known something that you want to sell or promote. Advertising is a message designed to promote or sell a product, a service or an idea (Asemah, 201 la). Thus, advertising is any paid form of non-personal communication link, initiated by an identified marketer, to establish or continue exchange relationships with customers and at times, with other stakeholders. Companies advertise to: build awareness, position a product/brand, build preference and differentiate their products/brands.

Public relations is a form of communication between an organisation and its publics which is aimed at generating goodwill and mutual understanding. Public relations is a planned form of communication which is aimed at building and maintaining a positive perception of an organisation in the minds of its publics (Asemah, Illah and Edegoh, 2013; Asemah, 2011b; Asemah, 2011c; Asemah, 2011d). Asemah (2010-2011) avers that public relations describes any form of communication which is aimed at bringing about goodwill and mutual understanding between an organisation and its publics. As a planned communication, it concerns every Organisation, whethercommercial or non-commercial. This is because every organisation needs to create a favourable image for itself before its internal and external publics for successful operation. An organisation can build brand loyalty when it continues to relate with the different stakeholders.

Customer relationship management refers to a philosophy that a company that wishes to succeed should maintain a strong, continuous, long-term relationship with its customers, suppliers, and distributors. Companies that follow this philosophy understand the importance of communicating with their customers, suppliers and distributors on a regular basis. Relationship marketing (RM) has been put forth as a way for firms to develop mutually beneficial and valuable long-term relationships with customers (Ravald and Gronroos, 1996). Relationship marketing is believed to work most effectively when customers are highly involved in the good or service, there is an element of personal interaction, and customers are willing to engage in relationship building activities (O'Malley and Tynan, 2000). Relationship management is an aspect of public relations. Personal selling is oral presentation in a conversation form with one or more prospective purchasers for the purpose of making sales and building customer relationships. Personal selling is one of the interpersonal communication tools in marketing. It is seen as the interpersonal communication process by which a seller ascertains and then, satisfies the need of a buyer to the mutual long term benefit of other parties. It is a kind of marketing strategy, which brings the marketer and the buyer into face to face contact and it is the ultimate one to one medium. This element of marketing communications can be used to build brand loyalty.

Sales promotion is a direct inducement that offers an extra value or incentive for a product, to the consumer, with the objective of creating an immediate sale. It may also be seen as the use of short-term incentives in order to encourage the purchase or sale of a product or service. The business world today is a world of competition. A business cannot survive if its products do not sell in the market. Thus, all marketing activities are undertaken to increase sales. Producers may spend a lot on advertising and personal selling, still, the product may not sell. So, incentives need

to be offered to attract customers to buy the product. Thus, sales promotion is important to increase the sale of any product.

Direct marketing, as noted by Arens and Bovee (1994,p.49), cited in Asemah (2012a) is the system of marketing in which the marketer builds and maintains its own data base of customers and prospects and uses a variety of media to communicate with them. To Kotler (2003, p. 620), cited in Asemah 2012a), direct marketing is the use of consumer direct channels to reach and deliver goods and services to consumers without using marketing middle men. In the words of Kotler and Armstrong (2004, p. 543), cited in Asemah (2012a), direct marketing consists of direct connections with carefully targeted individual consumer to obtain an immediate response and cultivate lasting customer relationships.

Companies can equally use high product quality as a strategy to woo consumers into patronising their products and making them to be loyal to their products. Product quality is a basic driver of buyer intention across a wide range of categories in both goods and services market. Delivering high product quality to customers is a key strategy for improving performance in a competitive environment because customers are typically unwilling to compromise on quality and consider this a basic criterion to qualify potential suppliers, being an even more important factor than price.

Conclusion and Managerial Implications

The study has critically examined the determinants of brand loyalty among residents in Jos metropolis; several factors have been identified as been responsible for brand loyalty among consumers; the factors identified are: product quality, customer's commitment, switching cost, brand trust, satisfaction, personal selling, consumer behaviour and public relations. It was discovered that these factors, to a very great extent, influence brand loyalty. More so, findings show that brand loyalty helps organisations in several ways and one of the ways through which branding is of help to organisations is that it brings about profitability, this is because when a firm has more loyalty customers, they sell more and make more profit. Based on this, therefore, the paper has managerial implications; first and foremost, companies and firms must ensure that they often engage in customer relationship as it will help them to gain their goodwill. Customers are the lifeblood of every business, including retail and business-to-business customers. Time and resources put into understanding the customer perspective is always a good investment. Strong and effective customer relations can be the direct route to long term success. Listening to and engaging your customers are the first steps to building good customer relations.

Secondly, companies should endeavour to provide mechanisms for customer feedback via comment cards or a dedicated e-mail address. By effectively listening to customers and acting upon their feedback, marketers will get insight into customer needs and build customer loyalty. Engaged and satisfied customers are more likely to make repeal purchases and recommendcompanies' products to others. Customer trust is a critical success factor for any business. Building customer trust in your company and your products and services is the key route to building a successful business. Thirdly, there is the need to always conduct customer satisfaction survey of your company, your products and services and their service experience; ask your customers face-to-face, as they are about to walk out of your store or office; call them

on the phone after their visit; mail or email them a questionnaire; include questions in a client newsletter; provide a feedback from at point of sale or post-sale.

The fourth implication of the findings is that companies must always use integrated marketing communications to promote their products. The need for an organisation to properly coordinate its marketing communication strategies in order to deliver clear, consistent and competitive messages about itself and its products has become highly imperative today for every result-driven organisation (Ul-Rehman and Ibrahim, n.d; Joseph 2011). Integrated marketing communication as noted by Odiboh (2002, p. *3)* is an unusual thing, yet a necessity of this age. It has been created by the forces that influenced advertising practitioners and marketing professionals. Thus, integrated marketing communication is seen as the strategic coordination of marketing communication mix elements and the channels of communication, in order to afford an organisation a clear, consistent, impactful and result-driven communication, about its brand and corporate image in the eyes of its esteemed customers and other stakeholders. This therefore implies that a firm must use these marketing elements (public relations, advertising, direct marketing, personal selling and sales promotion) to create customer loyalty.

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