Exploring the Impact of Brand Communication on Consumer Trust and Loyalty by Mobile Service Providers in Vadodara City

Dr. Hiren Harsora[1], Sampada Surve[2], Sudarshana Dey[3]

[1]*Assistant Professor, Faculty of Management Studies-MBA, Parul University, Vadodara, Gujarat*
[2,3]*Final Year, Marketing, Faculty of Management Studies-MBA*

Abstract: This study investigates the impact of various brand communication strategies employed by major mobile service providers in India on consumers' trust and loyalty towards these brands.

Adopting a mixed-methods approach, the research combines quantitative data from a nationwide consumer survey with qualitative insights obtained through focus group discussions.The study examines a wide range of brand communication channels, including advertising campaigns across traditional and digital media, social media presence, customer service interactions, and corporate social responsibility initiatives.

The findings shed light on the relative effectiveness of different brand communication strategies in building consumer trust and driving loyalty intentions among Indian mobile consumers. The research identifies specific messaging approaches, communication channels, and brand values that resonate most strongly with this consumer segment. Furthermore, it explores the interplay between brand trust and loyalty, highlighting the mediating role of perceived service quality and brand-consumer value congruence.

Key words: Brand communication, Trust, Loyalty

I. INTRODUCTION

The telecommunications industry has emerged as a crucial driving force behind modern connectivity and communication. This sector encompasses a wide array of technologies, services, and infrastructure that enable the seamless transmission of voice, data, and multimedia content across vast distances. The advent of mobile communications, broadband internet, and the integration of digital technologies has reshaped the way we live, work, and interact with one another. The telecommunications industry plays a pivotal role in supporting various facets of modern society, including business operations, education, healthcare, entertainment, and social interactions. It serves as the backbone for countless economic activities, enabling real-time communication, data sharing, and collaborative efforts on a global scale. In an industry where customer service and network reliability are of paramount importance, brand communication strategies serve as a potent tool for mobile service providers to deftly navigate and manage their brand reputation while concurrently fostering trust with consumers. Embracing transparent communication, addressing customer concerns with alacrity, and underscoring quality assurance measures can augment consumer confidence and engender unwavering loyalty towards the brand.

II. OBJECTIVE

The core objective of this research is to gain an in-depth understanding of how brand communication strategies employed by mobile service providers influence consumer trust and loyalty. It seeks to unravel the intricate relationship between effective brand communication, customer satisfaction, and consumer preferences. By delving into these dynamics, the study aims to equip service providers with valuable insights to tailor their offerings and better cater to the evolving needs of their customer base.

This study endeavors to unearth these insights, enabling mobile service providers to tailor their brand communication strategies and service offerings to resonate with target audiences, address their specific needs, and deliver exceptional customer experiences. By examining the interplay between brand communication, consumer trust, loyalty, satisfaction, and preferences, the research aims to provide a comprehensive framework for service providers to

navigate the complexities of the modern market, driving long-term success and sustainable growth..

III. LITERATURE REVIEW

Sheth J.N. (1976) proposed a conceptual framework for buyer-seller interaction in his paper titled "Buyer-Seller Interaction: A Conceptual Framework". The fundamental premise of the conceptualization is that the B2B (buyer-seller) interaction process is dynamic, interactive and iterative, and encompasses a number of phases, including the pre-buy, purchase and post-buy phases.

Javadeyn, R., Amini, R., & Amini, Z. (2010). The impact of the brand on industrial customer loyalty. The aim of the study was to look at the relationship between brands and customer loyalty in an industrial setting. The authors looked at the existing literature on brands and customer loyalty, and proposed a four-part conceptual framework that covers brand loyalty in four dimensions: cognitive brand loyalty, affective brand loyalty, conative brand loyalty, and action brand loyalty.

Sweeny, J., & Swait, J. (2008). Effect of brand credibility on customer loyalty. Retail Journal and consumer services. According to the study, brand trust has a significant impact on customer retention, and high-quality brands build long-term and reliable relationships between manufacturers a

Zehir, C., Şahin, A., Kitapçı, H., & Özşahin, M. (2011). The effects of brand communication and service quality in building brand loyalty through brand trust; the empirical research on global brands. The objective of the study was to examine the correlation between brand communications, service excellence, brand credibility, and brand engagement. The results of the study indicated that the quality of brand communication and service had a significant positive impact on brand credibility, which in turn led to brand engagement. The authors proposed that the process of building brand trust necessitates a systematic and carefully considered approach.

Ngatno, N. (2017). Effect of brand communication and experience on loyalty: Mediating effect of brand satisfaction and trust. The study concluded that brand communication does not have a direct impact on brand loyalty, however, brand experience does. Furthermore, brand satisfaction and trust play a role in mediating

the relationship between brand communication and loyalty. The conclusion of the study is that brand experience is an essential element in the development of brand loyalty, and that brand communication should be supplemented by brand experience in order to foster brand loyalty and that businesses should focus on delivering a positive brand experience for the purpose of building brand loyalty.

Brand relationship quality can be defined as the degree to which the consumer views the brand as satisfactory partner in an ongoing relationship; it is the consumer's overall assessment of the strength of his or her relationship with the brand (Algesheimer, Dholakia, & Herrmann, 2005).

Trust can be defined as the consumer confidence that he could rely on the seller to provide the services promised, while the value of relational can be defined as the perception of consumers about the benefits versus the costs incurred in the maintenance of exchange relationships progress (Agustin & Singh, 2005).

Brand trust is defined as the willingness of the average consumer to rely on the ability of the brand to perform its stated function (Moorman, Deshpande, & Zaltman, 1993).

Brand experience is conceptualized as subjective, internal consumer responses (sensations feelings, and cognitions) and behavioral responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications and environments. Brand experience conceptualization and scale development are very important for understanding and managing brand trust and loyalty concepts (Brakus et al., 2009; Walter, Cleff, & Chu, 2013; Rehman, Ahmed, Mahmood, Shahid, & Sciences, 2014).

IV. METHODOLOGY

4.1 Research Design

In this study, we employed a descriptive research design, a scientific approach that involves systematic observation and description of a subject's behavior without influencing it, allowing for an unbiased examination of the phenomenon under investigation. We adapted measurement scales from prior studies, refined them for the study's objectives and context, and

used five-point Likert scales to quantify and assess the constructs, aiming to capture multifaceted dimensions of the phenomena and contribute to theoretical knowledge and practical applications in the domain of mobile service providers and consumer behavior.

4.2 Sources of Data

Surveys were conducted using structured questionnaires to gather data on consumer exposure to marketing, brand perception, and loyalty levels. Content analysis was performed on marketing materials to understand messaging and strategies impacting loyalty. Observations of consumer behavior in shopping environments assessed how marketing affects brand choices and loyalty. Secondary data sources like reports, sales data, and social media analytics provided insights into consumer perceptions and brand loyalty. Online reviews and social media discussions were analyzed to gauge consumer sentiment and loyalty indicators.

4.3 Sampling Method

In conducting this research on the impact of brand communication on consumer trust and loyalty by mobile service industry in Vadodara City, we have employed a combination of convenience sampling and quota sampling as our sampling methods. Allow me to elaborate on these approaches: By combining these two sampling methods, we leveraged the advantages of both approaches. Convenience sampling allowed for efficient data collection, while quota sampling helped ensure that the sample reflected the diversity of the target population, enhancing the validity and reliability of our research findings.

V. DATA ANALYSIS AND INTERPRETATION

The demographic breakdown shows majority of respondents being female(54.7%) and female(45.3%).The age distribution, with the majority (54.86%) aged 18-24, provides insights into how younger consumers perceive and respond to brand communication from mobile service providers. The smaller proportions in older age groups (6.57% aged 34-45 and 8% aged 46+) offer perspectives from more mature, experienced consumers whose trust and loyalty may be influenced by different factors like reputation, customer service, and meeting evolving needs. The distribution of respondents across mobile service providers offers insights into how brand

communication affects consumer trust and loyalty: 46.29% were Jio users, providing understanding of their strategies' impact; 24% were Airtel users, enabling examination of their efforts; and smaller segments of BSNL (8.29%) and Vodafone Idea (21.43%) users contributed valuable perspectives. The substantial 51.71% of respondents indicating social media as their primary source of information highlights the critical role of digital platforms and online presence in shaping consumer perceptions and loyalty towards mobile service providers in Vadodara, Gujarat. Traditional media channels like television commercials, still a significant source for 26.86% of respondents, remain important for a well-rounded brand communication strategy. The 6.57% relying on customer reviews underscores the importance of managing reputation and customer experiences to foster positive word-of-mouth and maintain consumer trust.

Sr. No	Variables	Satisfied	Dissatisfied	Neutral
1.	Overall service provided	56%	12%	32%
2.	Clarity of information	50.86%	16.57%	32.57%
3.	Communication of important communication	56.57%	19.14%	24.29%
4.	Rate the clarity of billing and transparency	69.43%	10.57%	20%
5.	Satisfaction with the variety of mobile plans and packages	54.86%	17.71%	27.43%
6.	Perception of brand communication	55.43%	22%	22.57%
7.	Satisfaction with the mobile app or online services	43.14%	14.86%	42%
8.	Would you recommend the service plan to friends and family?	51.71%	13.71%	34.57%
9.	Challenges in resolving issues with mobile service provider's customer support	46.86%	18%	35.14%
10.	Commercial instantly uplifts the mood	63.71%	11.71%	24.57%
11.	Mobile service provider effectively delivers information	52.86%	14.86%	32.29%

	regarding pricing and promotions			

Table 01 Chi square Analysis

Factor	Chi-square value (Calculated)	Chi-square value (Tabular)	Degree of Freedom	Significance	Remarks
Gender	12.114	5.991	2	0.05	Reject-null hypothesis

From the above table we see that calculated chi square value which is 12.114 is greater than the tabular value of chi square which is 5.991 with significance level 0.05 and degree of freedom is 2. Hence, null hypothesis is rejected and alternate hypothesis is accepted which means there is a significant level of difference of overall satisfaction of brand communication between male and female.

Table 02 Chi square Analysis

Factor	Chi-square value (Calculated)	Chi-square value (Tabular)	Degree of Freedom	Significance	Remarks
Connection	1.911	5.991	2	0.05	Accept null hypothesis

From the above table we understand that chi square calculate value which is 1.911 is smaller that tabular value of chi-square which is 5.991 with level of significance 0.05 and degree of freedom is 2. Hence in this case that null hypothesis is accepted and alternate hypothesis is rejected which shows that there is so significant difference of overall satisfaction of brand communication between prepaid and postpaid users.

Table 03 Chi square Analysis

Factor	Chi-square value (Calculated)	Chi-square value (Tabular)	Degree of Freedom	Significance	Remarks
Channel of Communication	15.037	11.070	5	0.05	Reject-null Hypothesis

From the above table we see that calculate value of chi- square which is 15.037 is greater than calculated value which is 11.070 with significance level 0.05 and degree of freedom which is 5. Hence, in this case null hypothesis is rejected and alternate hypothesis is accepted which clearly shows that there is significant level of difference of overall satisfaction of brand communication between different channels of communication (T.V commercial, social media, customer reviews and other)

The study reveals distinct preferences and patterns among the respondents, shedding light on the effectiveness of various communication strategies employed by different service providers. Airtel and Jio have emerged as the preferred choices for the majority of respondents, indicating their successful brand communication efforts in capturing consumer attention and fostering loyalty. On the other hand, Vodafone Idea (VI) and Bharat Sanchar Nigam Limited (BSNL) trail behind in terms of consumer preference, suggesting potential areas for improvement in their communication strategies and overall brand positioning.

Notably, social media has emerged as the dominant source of information for respondents, highlighting the increasing influence of digital platforms in shaping consumer perceptions and loyalty towards mobile service providers. The study underscores the long-lasting impact of social media communication on consumers' minds, emphasizing the need for service providers to craft compelling and engaging social media strategies. Traditional media channels like television commercials still hold sway, albeit to a lesser extent, while customer reviews and other sources play a relatively minor role in influencing consumer decisions.

The research findings also reveal a significant difference between male and female respondents in their overall satisfaction with brand communication efforts. This highlights the importance of tailoring communication strategies to resonate with the distinct preferences and perceptions of different gender segments, ensuring that both male and female consumers feel equally engaged and valued.

Overall, respondents expressed satisfaction with the increased brand communication efforts of mobile service providers in Vadodara. They appreciated the clarity of information provided and the proper dissemination of important communications, indicating that service providers are effectively leveraging various channels to reach and engage with their target audiences. While the majority of respondents were happy with the overall service quality and customer support provided by their respective service providers, the study highlights the

need for BSNL/MTNL to align their strategies more closely with their counterparts in the market to enhance their brand communication and overall consumer experience.

V. CONCLUSION

This study concludes that brand communication plays a crucial role in shaping consumer perceptions, trust, and loyalty towards mobile service providers. The study highlights the significance of effective communication strategies in fostering strong consumer relationships and sustained loyalty.

Social media has emerged as the dominant source of information for consumers, underscoring the importance of developing compelling and engaging digital brand communication strategies. Service providers must prioritize their social media presence, content creation, and community engagement to resonate with consumers and build trust.

The study identified a significant difference in overall satisfaction with brand communication efforts between male and female consumers. This highlights the need for tailored communication strategies that resonate with the distinct preferences and perceptions of different gender segment.

The research underscores the importance of prioritizing brand communication, service quality, and customer support when selecting mobile service network providers. Service providers that excel in these areas are more likely to garner consumer trust and loyalty.

While the study provides valuable insights, it is essential to address the limitations identified, such as sample size constraints, complexity of measuring loyalty, external factors influencing consumer perceptions, and the dynamic nature of the telecommunications industry. Future research should aim to overcome these limitations to deepen the understanding of the relationship between brand communication and consumer loyalty.

In conclusion, this research highlights the pivotal role of effective brand communication in fostering consumer trust and loyalty towards mobile service providers. By leveraging the findings and addressing the limitations, service providers can develop more targeted and impactful communication strategies,

ultimately strengthening their consumer relationships and achieving a competitive advantage in the dynamic telecommunications market.

VI. LIMITATIONS OF THE STUDY

The study, while providing valuable insights into the impact of brand communication on consumer trust and loyalty towards mobile service providers, encountered several limitations that should be acknowledged and addressed in future research endeavors.

Measuring customer loyalty is a multifaceted and intricate task, as it involves capturing various dimensions such as attitudinal, behavioral, and emotional aspects. The study may have encountered challenges in fully capturing the nuances of customer loyalty, which could potentially impact the accuracy of the findings.

The telecommunications industry is characterized by rapid technological advancements, intense competition, and evolving consumer preferences. This dynamic nature may pose challenges in establishing a conclusive and long-term link between 36 brand communication strategies and sustained customer loyalty, as consumer preferences and industry dynamics are subject to constant change.

The study's findings may be subject to limitations due to the potential impact of emerging technologies and competitors' strategies. As new technologies and innovative communication approaches are introduced, they may reshape consumer expectations and loyalty patterns, rendering some of the study's insights less relevant or applicable over time. Despite these limitations, the study provides a valuable foundation for understanding the impact of brand communication on consumer trust and loyalty in the mobile service provider industry.

REFERENCES

[1] Keller, K. L. (2016). Unlocking the power of integrated marketing communications: How integrated is your IMC program? Journal of Advertising, 45(3), 286-301. (This article discusses the importance of integrated marketing communications (IMC) and how it can build brand equity and loyalty.)

[2] Luo, X., & Homburg, C. (2007). Neglected outcomes of customer satisfaction. Journal of Marketing, 71(2), 133-149. (This study examines how customer satisfaction influences customer trust, commitment, and loyalty.)

[3] Srinivasan, S. S., Anderson, R., & Ponnavolu, K. (2002). Customer loyalty in e-commerce: an exploration of its antecedents and consequences. Journal of Retailing, 78(1), 41-50. (This paper investigates the role of customer trust and satisfaction in building loyalty in the e-commerce context, which can be applicable to mobile service providers.)

[4] Nysveen, H., Pedersen, P. E., & Skard, S. (2015). Brand experiences in service organizations: Exploring the individual effects of brand experience dimensions. Journal of Brand Management, 22(5), 404-423. (This study examines the impact of brand experiences on customer satisfaction, brand reputation, and loyalty.)

[5] Kotler, P., & Armstrong, G. (2018). Principles of Marketing (17th ed.). Pearson Education. (Chapter 8: Developing and Managing Products and Services, and Chapter 11: Managing Marketing Communications, provide insights into branding and communication strategies.)

[6] Kapferer, J. N. (2012). The New Strategic Brand Management: Advanced Insights and Strategic Thinking (5th ed.). Kogan Page. (Chapter 7: Brand Identity and Positioning, and Chapter 8: Brand Communication, discuss the role of communication in building brand identity and positioning.)

WEBSITES AND LINKS
1. https://en.m.wikipedia.org/wiki/List_of_telecom_companies_in_India
2. https://www.trai.gov.in/sites/default/files/QPIR_09022024_0.pdf
3. https://www.rsisinternational.org/journals/ijriss/Digital-Library/Vol.1&Issue6/18-22.pdf
4. https://www.academia.edu/36001821/Impact_of_Brand_Communication_on_Customer_Brand_Loyalty_A_Study_on_Mobile_Service_Provider
5. https://www.sciencedirect.com/science/article/pii/S187704281204582X
6. https://irep.ntu.ac.uk/id/eprint/26433/1/3900_Schivinski.pdf