

Factors relating to Brand Loyalty of a Fitness Health Club Franchise Business in Vienna, Austria

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Abstract

This study focused on brand loyalty for an international, franchised Fitness Health Club in Vienna, Austria. The researcher found six independent variables in order to analyse customers' brand loyalty towards the above mentioned Fitness Health Club. The data was collected through 366 useful questionnaires from the Fitness Health Club and its day-to-day customers and members in Vienna, Austria. The research tested the relationship between brand loyalty and seven variables, which were advertising spending, brand image, brand trust, customer orientation, corporate social responsibility (CSR), satisfaction and overall valuation of services. The researcher finds that all null hypotheses were rejected through the Pearson Correlation technique, which showed that there were statistically positive relationships among the variables.

Keywords: advertising spending, brand image, brand trust, customer orientation, corporate social responsibility (CSR), satisfaction and overall valuation of services

Introduction

Brand loyalty is basically the habit of a customer or consumer to keep purchasing the same product or service from a specific brand rather than choosing one of the competitors. Kabadayi and Kocak (2012) stated that nowadays, in the steadily expanding market, there are more and more enterprises competing with each other, which means that the brand of a company is becoming more and more critical and important. Brand loyalty basically is the most perceived and valuable strategic benefit a company can have, since customers for both, products and services, decide to purchase from a brand they like or at least think is superior to others. Hence, one of the main factors in marketing strategies is therefore brand loyalty.