Empirical analysis of brand loyalty in Hong Kong dog grooming industry

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Declaration

I hereby certify that the work embodied in this Dissertation Project is the result of original research and has not been submitted for a higher degree to any other University or Institution.

(Signed)_________________________
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ABSTRACT
The dog grooming service industry in Hong Kong uniquely features fragmentation and lacks specific legislative control over the trade or over the professional competency of groomers. With the credence based and technically specific nature of dog grooming services, coupled with the intangibility and heterogeneity of its characteristics, dog owners employing the dog grooming services are inevitably exposed to high perceived risk. The impact of brand image on customer satisfaction leading to brand loyalty is always in doubt with marketers and practitioners in the dog grooming industry of Hong Kong. Due to limited research in the previous literature of an empirical examination of the relationship between brand image, customer satisfaction, and brand loyalty in the context of trade specific services, this study empirically tests the relations of these three constructs. The constructs of perceived service quality and perceived risk are incorporated for the purposes of identifying the insights necessary for marketers to shape innovative and customer oriented marketing strategies.

A sample survey was conducted with a sample framework consisting of dog owners who visited two different dog grooming shops, namely Just Care For Health Limited & Star Elements (Asia) Limited. Four hundred and seventeen usable questionnaires were collected. Multiple regression analysis was conducted. The results support the proposition that brand image is significantly related to service quality, which also significantly influenced customer satisfaction. Customer satisfaction had a direct effect on brand loyalty in this sample study. These findings will inspire marketers in the dog grooming industry to build strong service brands to leverage the brand perceptions of dog owners.