

Exploring Drivers Of Brand Loyalty Among Laptop Consumers

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ABSTRACT

In this study, the author tries to analyse brand loyalty among personal computer users by evaluating various factors, such as brand satisfaction, trust, commitment, love, and image, and how these elements affect brand loyalty. The conceptual framework emphasises brand satisfaction, trust, commitment, love, and image in driving brand loyalty and achieving a competitive advantage. The researcher employs a descriptive approach to clarify the prevailing sentiments among personal computer users in the Ernakulam district of Kerala. The study used primary and secondary data, with primary data collected through surveys. The data will be analysed using statistical techniques like multiple regression and weighted average methods. The theoretical model by the author is an effective way of studying the relationship between brand satisfaction, trust, commitment, love, and image in shaping consumers' loyalty to personal computer brands. The researcher proposed an effective hypothesis to evaluate the direct effects of these variables on brand loyalty, targeting a sample size of 300 within a limited time frame. To analyse the brand loyalty of personal computer users by evaluating various variables like brand satisfaction, trust, commitment, love, and image and how it affects brand loyalty. This study contributes to the personal computer industry and its supporters' deep understanding of consumer behaviour towards their brand. The conceptual framework highlights the prime role of brand satisfaction, brand trust, brand commitment, brand love, and brand image, driving the way to brand loyalty while taking a competitive advantage. The researcher employs a descriptive approach to clarify prevailing sentiments among personal computer users in Ernakulam district, Kerala. The author used primary and secondary data in this study, and the researcher collected the primary data through the survey method. The researcher analysed the collected data through multiple statistical techniques, such as multiple regression and weighted average methods...

1. INTRODUCTION:

Brand loyalty is a buyer's preference for purchasing a specific brand in a product category, driven by perceived quality rather than price. Brand loyalty is established when a customer is willing to pay a premium for a particular brand within the same product group and recommends it to others. It is also a strong commitment to continue buying or patronising a preferred product or service in the future, leading to repeat purchases. Marketing strategies play a crucial role in fostering and maintaining brand loyalty, especially in environments with intense competition, high uncertainty, and minimal product differentiation. Studies show that brand loyalty offers lower marketing costs, improved customer acquisition, and increased bulk purchases.

Additionally, brand loyalty is vital for a company's competitiveness and profitability. For this reason, every business needs a high level of brand loyalty associated with its brands. According to Kotler and Keller (2009), the ability of a strong brand to generate customer preference and loyalty is what gives it its value. With effective brand management, a brand can increase its market share. A strong brand image allows customers to quickly recognise

and trust a brand, making it easier to differentiate from competitors. In recent years, branding theory has concentrated on evolving the consumer-brand relationship. Brand loyalty refers to the extent to which consumers stay devoted to a specific brand.

Brand satisfaction is a well-explored concept in marketing literature, characterised by the alignment between a brand's performance and customer expectations. It arises when customers evaluate their chosen brand and find it meets their expectations. Brand satisfaction can be divided into two categories: transaction-specific, focusing on individual interactions, and cumulative, reflecting overall customer experiences with a brand. Some scholars define a brand.

According to Jun, S., & Yi, J. (2020), Brand trust refers to the willingness of the average consumer to rely on a brand's ability to fulfil its stated function. This concept is particularly relevant in situations of ambiguity, where trust reduces uncertainty and vulnerability by assuring that the trusted brand will deliver as expected. Trust involves a calculative process, assessing the brand's capability to fulfil its responsibilities and weighing the costs against the rewards of maintaining the relationship. Additionally, trust implies confidence in the brand's

benevolence, believing it will act in the consumer's best interest based on shared values.

Brand commitments refer to consumers' ongoing decision to use a brand that aligns with their needs and desires. A laptop brand can succeed by maintaining a strong brand positioning that reflects a favourable public image. A successful brand keeps a competitive edge in the digital age by consistently innovating, embracing technology, and adapting to current customer trends and preferences. To solidify its reputation, a brand should provide high-quality products and appealing designs, offer varied and affordable prices, and ensure product diversification and differentiation. Understanding the types of consumers is crucial for building brand commitment.

Brand love refers to the intense emotional connection that a satisfied customer forms with a particular brand (Carroll & Ahuvia, 2006), drawing from Sternberg's (1986) theory of love, which conceptualises love through intimacy, passion, and decision/commitment. This notion has roots in the self-inclusion theory of love proposed by Aron and Aron (1986) and extended to consumer research by Shimp and Madden (1988), suggesting that individuals feel loved when they become part of another. Based on this theory, Ahuvia's (1993) marketing study suggests that when a brand achieves a desired level of integration with the customer, it can evoke feelings of love.

Brand image plays a key role in brand loyalty by shaping consumers' perceptions and evaluations. Keller (1993) described the brand image as "the perceptions of customers reflected by the different associations they have about the brand." These associations are created through brand-related stimuli and are stored in customers' memories. Coulter and Zaltman (1994) noted that brand image is crucial for a successful product or service launch. Roth (1992) defined brand image as the meanings customers link to products. Brand image impacts brand loyalty by influencing both consumer attitudes and behaviours. It generates customers' overall impression and perception of a brand (Upamannu & Mathur, 2012).

The primary purpose of this study is to analyse the effects of brand satisfaction, trust, commitment, love, and image on brand loyalty among laptop brand consumers. This study begins with a description of the conceptual framework, which includes literature on brand loyalty, brand satisfaction, brand trust, brand commitment, brand love, brand image, and the significance of prior experience in creating hypotheses.

Statement of the Problem

This study examines the effect of brand satisfaction, trust, commitment, love, and image on consumer brand loyalty towards laptop brands. The researcher has observed various kinds of literature which evaluate the individual factors affecting brand loyalty among personal computer users and found there remains a gap in understanding how they collectively interact and contribute to the development of brand loyalty, especially within the context of laptop brands. Therefore, the problem addressed in this research is the need to investigate the effect of brand satisfaction, brand trust, brand commitment, brand love, and brand image in shaping consumer brand loyalty towards laptop brands.

Need and Significance of the Study

The need for this study arises from the increasing importance of consumer brand loyalty towards laptop brands in today's competitive market. While previous research has explored the individual impacts of factors such as brand satisfaction, brand trust, brand commitment, brand love, and brand image on brand loyalty, there is a notable lack of comprehensive studies that investigate their collective influence, especially within the context of laptop brands. Additionally, while studies have investigated the relationship between individual factors like brand satisfaction and brand trust with brand loyalty, there needs to be more integrated research that simultaneously considers the role of these factors alongside brand commitment and brand love..

Objectives of the Study

To analyze the effects of brand satisfaction, brand trust, brand commitment, brand love and brand image on brand loyalty towards laptop brands.

To analyze the various influencing factors to purchase the Laptop of respondents

To study about the Demographical features of the respondents

Scope of the Study

The scope of this study encompasses in-depth research into the factors influencing consumer brand loyalty towards personal computers, particularly laptop brands. Specifically, the study will examine the effects of brand satisfaction, brand trust, brand commitment, brand love, and brand image on building brand loyalty among consumers. The primary objective is to explore how these factors individually and collectively contribute to developing brand loyalty towards laptop brands. In addition, the study aims to investigate the potential mediating effects of brand satisfaction, brand trust, brand commitment, and brand love on the relationship between brand image and brand loyalty.

2. LITERATURE REVIEW

Oliver (1997) defined loyalty as a strong commitment to consistently purchase a preferred product or service in the future, leading to frequent purchases of a similar brand or set of brands, despite situational factors or marketing efforts that could prompt switching behaviour (Chaudhuri & Holbrook, 2001). In marketing literature, terms like repeat business, preference, commitment, and allegiance are often used interchangeably with loyalty, along with its operational definition.

Rawley and Dawes (1999) have studied brand loyalty as the likelihood of consumers demonstrating positive attitudes and behaviours towards a particular brand, potentially leading to repeat purchases and positive word-of-mouth.

Chaudhuri and Holbrook (2001) explained brand trust as the average consumer's confidence in the brand's ability to fulfil its intended function. The brand trust comprises two dimensions. The first, reliability, pertains to the brand's technical competence and ability to meet customer needs consistently. The second dimension involves the brand's

perceived commitment to customer interests, especially when unexpected product issues arise. A reliable brand consistently delivers on its value promise to customers across all stages, including creation, production, sales, service, and advertising, even during challenging situations such as brand crises (Delgado et al., 2003; Downey & Cannon, 1997; Ganesan, 1994; Morgan & Hunt, 1994).

Research Methodology

This study is based on the brand loyalty of laptop users in the Ernakulam district. It aims to study the following five factors: brand satisfaction, Brand Trust, Brand commitment, Brand love, and Brand Image. The study's main objective is to analyze the effects of brand satisfaction, brand trust, brand commitment, brand love, and brand image on brand loyalty towards laptop brands.

Research Approach

The study is based on descriptive research that describes the state of affairs in the study area. It used a survey method based on laptop users' opinions in the Ernakulam district. A sample survey was adopted since it is impossible to survey all population elements.

Data Collection Method

Both primary and secondary data sources were used for this research. The primary data was collected from laptop users in Ernakulam district. Laptop users who have been using a particular brand consistently for the past year were approached. A pre-tested structured questionnaire was utilized in this study as the data collection tool. The questionnaire includes brand satisfaction, brand trust, brand commitment, brand love, brand image and brand loyalty. Respondents were asked to indicate their agreement on a five-point Likert scale (where 1=strongly disagree and 5=strongly agree). Emphasis was placed on ensuring that the respondents could complete the questionnaire turned into the data collection tool.

Sampling Design

Area of Study

The study was conducted in the Ernakulam district of Kerala.

Population

The study's population comprised laptop customers who had been using the current brand for over a year.

Sample Size

Initially, 320 questionnaires were administered to the respondents. After removing the inadequate responses, the final sample size was 301.

Sampling Method

A non-probability convenience sampling technique was used. A *pilot study* was conducted among 50 randomly selected respondents from the population. Finally, the survey was conducted using two different modes. One group comprised respondents who completed an online version of the questionnaire, and the other consisted of respondents elicited through a traditional survey.

Table 1 Cronbach's alpha Test for the pilot study

| Variables | Cronbach's Alpha α |
|--------------------|---------------------------|
| Brand Satisfaction | .739 |
| Brand Trust | .745 |
| Brand Commitment | .749 |
| Brand Love | .771 |
| Brand Image | .766 |
| Brand Loyalty | .771 |

Statistical Design

The data was analyzed using the following methods: - Weighted Average Method - Multiple Regression.

Research Hypothesis

Hypothesis 1 (H1): Brand satisfaction has a significant direct effect on brand loyalty.

Hypothesis 2 (H2): Brand trust has a significant direct effect on brand loyalty.

Hypothesis 3 (H3): Brand commitment has a significant direct effect on brand loyalty.

Hypothesis 4 (H4): Brand love has a significant direct effect on brand loyalty.

Hypothesis 5 (H5): Brand image has a significant direct effect on brand loyalty

PROPOSED RESEARCH MODEL

Figure 1 Proposed Research Model

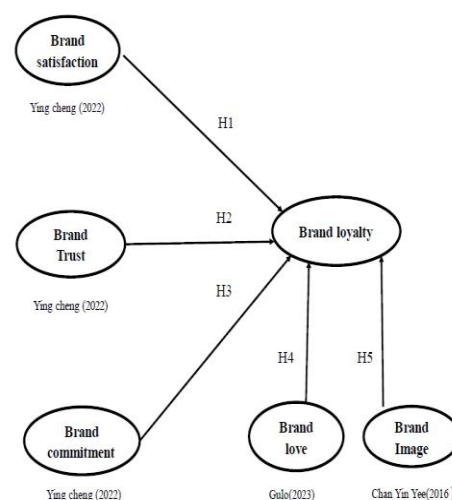


Table 2 Demographic Profile of the Respondents

| Gender | | |
|---------------------------|------------------------|------------|
| Items | No. of the Respondents | Percentage |
| Male | 161 | 53.5 |
| Female | 140 | 46.5 |
| Total | | 100 |
| Age | | |
| 20-30 | 153 | 50.8 |
| 31-40 | 78 | 25.9 |
| 41-50 | 43 | 14.3 |
| 50 -60 | 20 | 6.6 |
| 60 above | 7 | 2.3 |
| Total | | 100 |
| Educational Qualification | | |
| Undergraduate | 46 | 15.3 |
| Graduate | 124 | 41.2 |
| Post Graduate | 131 | 43.5 |
| Total | | 100 |
| Occupation | | |
| Employed | 107 | 35.5 |
| Self Employed | 56 | 18.6 |
| Un employed | 11 | 3.7 |

| Student | 127 | 42.2 |
|----------------|-----|------|
| Total | | 100 |
| Monthly Income | | |
| <20000 | 66 | 21.9 |
| 20001-30000 | 77 | 25.6 |
| 30001-40000 | 99 | 32.9 |
| 40001-50000 | 40 | 13.3 |
| 50001 above | 19 | 6.3 |
| Total | | 100 |

Interpretation:

The above table shows the demographic profile of respondents, and a brief explanation of this profile is provided below.

Based on the provided data, out of 301 valid responses, 53.5% were male and 46.5% were female. The majority of respondents (50.8%) belong to the age group of 20-30, followed by 25.9% aged 31-40, 14.3% aged 41-50, 6.6% aged 50-60, and 2.3% aged 60 and above.

In terms of education, 15.3% hold an undergraduate degree, 41.2% has a graduate degree, and 43.5% possess a post-graduate degree. Regarding employment status, the majority are students (42.2%), followed by employed individuals (35.5%), self-employed (18.6%), and unemployed (3.7%).

Income distribution among respondents shows that 21.9% reported earnings below 20,000, 25.6% between 20,001-30,000, 32.9% between 30,001-40,000, 13.3% between 40,001-50,000, and 6.6% earning 50,001 and above.

Table 3 Sample size classification of the study

| Name of the Company | No of the Respondents | Percentage |
|---------------------|-----------------------|------------|
| HP | 131 | 43.5 |
| ACER | 33 | 11.0 |
| DELL | 60 | 19.9 |
| LG | 1 | 0.3 |
| LENOVO | 27 | 9.0 |

| | | |
|--------|-----|------|
| APPLE | 12 | 4.0 |
| VICTUS | 1 | 0.3 |
| ASUS | 31 | 10.3 |
| SONY | 1 | 0.3 |
| REDMI | 1 | 0.3 |
| MSI | 1 | 0.3 |
| RAZER | 2 | 0.7 |
| Total | 301 | 100 |

Overall, the distribution highlights the diverse range of laptop brands in use, with HP, Dell, and Acer standing out as the leading choices among the respondents surveyed.

Table 4 Factors influencing the purchase of a Laptop

| Factors | Weighted Average Score |
|--------------------|------------------------|
| Features | 7.17 |
| Brand image | 5.79 |
| Durability | 5.23 |
| Design | 4.74 |
| Price | 4.3 |
| Availability | 3.68 |
| Promotional Offers | 3.15 |

| | |
|---------------|------|
| Advertisement | 2.74 |
|---------------|------|

The table presents a comprehensive overview of the factors influencing respondents' choices when selecting a laptop. Topping the list is the emphasis on features such as Display, Battery life, graphics card, connectivity, weight and portability, storage, RAM etc. as evidenced by the notably high weighted average score of 7.17.

The brand image's significance is closely behind, with a weighted average score of 5.79. However, durability emerges as a key factor, with a weighted average score of 5.23. While slightly trailing behind, the design still holds significance, reflected by its respectable weighted average score of 4.74. While price remains a factor, its weighted average score of 4.3 suggest a delicate balance between affordability and desired features. Overall, the data illustrates the multifaceted nature of laptop selection, with features, brand image, durability, design, and price emerging as primary drivers of choice.

Table 5 Brand Satisfaction

| Descriptive Statistics | | | |
|------------------------|-----|------|----------------|
| | N | Mean | Std. Deviation |
| 10.BS1 | 301 | 4.45 | .659 |
| 11.BS2 | 301 | 4.48 | .614 |
| 12.BS3 | 301 | 4.43 | .594 |
| 13.BS4 | 301 | 2.58 | 1.471 |
| 14.BS5 | 301 | 4.45 | .639 |

The above table shows that a five-point Likert scale measured respondents' Brand Satisfaction. The mean values for each item ranged from 4.45 to 2.58, with corresponding standard deviations ranging from .594 to 1.471. BS2 (4.48) was observed as the highest mean score, which indicates relatively positive brand satisfaction. Conversely, BS4 (2.58) was observed as the lowest mean score, which indicates weaker brand satisfaction.

Multicollinearity analysis

Model fitness test

Table 6 Regression Analysis

| Model summary | | | | |
|--|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .628 ^a | .394 | .384 | .39912 |
| Predictors: (Constant), Brand Image, Brand Satisfaction, Brand Trust, Brand Commitment, Brand Love | | | | |

Table 7 Anova Analysis

| ANOVA ^a | | | | | |
|--|------------|----------------|-----|-------------|---------------------|
| Model | | Sum of Squares | df | Mean Square | F Sig. |
| 1 | Regression | 30.602 | 5 | 6.120 | 38.421 ^b |
| | Residual | 46.993 | 295 | .159 | |
| | Total | 77.596 | 300 | | |
| Dependent Variable :Brand Loyalty | | | | | |
| Predictors:(Constant),Brand Image, Brand Satisfaction, Brand Trust, Brand Commitment, Brand Love | | | | | |

Table 8 Coefficient- Multicollinearity Analysis

| Coefficients ^a | | | | | | | | |
|-----------------------------------|--------------------|------------------------------|------------|---------------------------|-------|-------------------------|------|-------|
| Model | | Un standardized Coefficients | | Standardized Coefficients | Sig. | Co linearity Statistics | | |
| | | B | Std. Error | | | | | |
| 1 | (Constant) | .367 | .318 | | 1.155 | .249 | | |
| | Brand Satisfaction | .206 | .071 | .143 | 2.889 | .004 | .835 | 1.198 |
| | Brand Trust | .210 | .062 | .199 | 3.396 | .001 | .595 | 1.681 |
| | Brand Commitment | .098 | .069 | .088 | 1.419 | .157 | .533 | 1.877 |
| | Brand Love | .112 | .075 | .104 | 1.502 | .134 | .427 | 2.342 |
| | Brand Image | .319 | .060 | .305 | 5.330 | .000 | .628 | 1.591 |
| Dependent Variable :Brand Loyalty | | | | | | | | |

Table 9 Collinearity Diagnostics - Multicollinearity analysis

| Co linearity Diagnostics ^a | | | | | | | | | |
|---------------------------------------|-----------|------------|-----------------|----------------------|--------------------|-------------|------------------|------------|-------------|
| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions | | | | | |
| | | | | (Constant) | Brand Satisfaction | Brand Trust | Brand Commitment | Brand Love | Brand Image |
| 1 | 1 | 5.971 | 1.000 | | .00 | .00 | .00 | .00 | .00 |
| | | | | .00 | | | | | |
| | 2 | .009 | 25.516 | | .26 | .00 | .02 | .10 | .20 |
| | | | | .10 | | | | | |
| | 3 | .008 | 27.723 | | .03 | .34 | .09 | .01 | .40 |
| | | | | .04 | | | | | |
| | 4 | .005 | 34.349 | | .00 | .58 | .58 | .01 | .11 |
| | | | | .00 | | | | | |
| | 5 | .004 | 39.814 | | .47 | .05 | .13 | .46 | .07 |
| | | | | .33 | | | | | |
| | 6 | .004 | 41.302 | | .25 | .02 | .19 | .42 | .22 |
| | | | | .52 | | | | | |

Interpretation

The provided data summarizes a regression analysis examining the relationship between Brand Loyalty and several predictors: Brand Image, Brand Satisfaction, Brand Trust, Brand Commitment, and Brand Love. The model has an R-value of 0.628, indicating a positive correlation between the predictors and Brand Loyalty. The R Square value of 0.394 implies that these predictors explain approximately 39.4% of the variability in Brand Loyalty. The Adjusted R Square is slightly lower at 0.384, After adjusting for the number of predictors and the sample size, which still indicates a decent explanatory power. The standard error of the estimate, at 0.39912, suggests that the observed values of Brand Loyalty deviate, on average, by this amount from the predicted values. The ANOVA results show an F-value of 38.421, with a significant p-value of 0.000, showing that the overall model is statistically significant. Examining the coefficients, Brand Satisfaction (B = 0.206, p = 0.004),

Brand Trust (B = 0.210, p = 0.001), and Brand Image (B = 0.319, p = 0.000) are all positive and statistically significant predictors of Brand Loyalty. This suggests that increases in these factors are associated with increases in Brand Loyalty. The tolerance and VIF values indicate no multicollinearity issues for these variables. However, Brand Commitment (B = 0.098, p = 0.157) and Brand Love (B = 0.112, p = 0.134) are not statistically significant, meaning they do not have a significant impact on Brand Loyalty in this model. Their tolerance and VIF values also show no severe multicollinearity issues, although Brand Love's VIF is approaching a level that might need closer inspection. The collinearity diagnostics, including the Eigenvalues and Condition Index, do not indicate severe multicollinearity, as the variance proportions are not excessively concentrated in any single dimension across multiple predictors. In summary, Brand Image, Brand Satisfaction, and Brand Trust significantly contribute to Brand Loyalty, while Brand Commitment

and Brand Love do not significantly predict Brand Loyalty in this context.

Multiple Regression Analysis

Table 10 Multiple Regression Analysis

| Coefficients | | | | | | | | |
|--------------|------------|-----------------------------|------------|---------------------------|-------|------|---------------------------------|-------------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | 95.0% Confidence Interval for B | |
| | | B | Std. Error | | | | Lower Bound | Upper Bound |
| 1 | (Constant) | .367 | .318 | | 1.155 | .249 | .259 | .993 |
| | AVG BS | .206 | .071 | .143 | 2.889 | .004 | .066 | .346 |
| | AVG BT | .210 | .062 | .199 | 3.396 | .001 | .088 | .331 |
| | AVG BC | .098 | .069 | .088 | 1.419 | .157 | .038 | .233 |
| | AVG BLO | .112 | .075 | .104 | 1.502 | .134 | .035 | .259 |
| | AVG BI | .319 | .060 | .305 | 5.330 | .000 | .201 | .437 |

Interpretation

The multiple regression analysis explores the relationship between brand loyalty (BL) and several key predictors: brand satisfaction (BS), brand trust (BT), brand commitment (BC), brand love (BLO), and brand image (BI). Each predictor's coefficients provide insights into how these factors influence brand loyalty.

The effect of Brand satisfaction (BS) shows a positive impact on brand loyalty, as evidenced by its coefficient ($B = 0.206$). This means that for each unit increase in brand satisfaction, brand loyalty increases by 0.206 units, holding other variables constant. The t-value associated with brand satisfaction is 2.889, which is significant at the $p < 0.01$ level. This indicates that the relationship between brand satisfaction and brand loyalty is unlikely to be due to random chance. The standardized coefficient ($Beta = 0.143$) suggests that brand satisfaction contributes positively to brand loyalty, albeit with a moderate effect size compared to other predictors. The result is in line with the studies conducted by Ying Cheng in the year 2022

The effect of Brand trust (BT) shows a more substantial influence on brand loyalty with a coefficient ($B = 0.210$). A one-unit increase in brand trust leads to a 0.210-unit increase in brand loyalty, controlling for other variables. The t-value for brand trust is 3.396, indicating a highly significant relationship ($p < 0.001$) between trust and brand loyalty. The standardized coefficient ($Beta = 0.199$)

underscores brand trust as a robust predictor, suggesting that building trust can substantially enhance brand loyalty. The result is in line with the studies conducted by Ying Cheng in the year 2022

The effect of brand commitment (BC) does not demonstrate statistically significant effects on brand loyalty in this model. The coefficients for brand commitment ($B = 0.098$) and brand love ($B = 0.112$) are both accompanied by t-values (1.419) that are not significant ($p > 0.05$). This indicates that changes in brand commitment do not reliably predict changes in brand loyalty in this analysis.

The effect of brand love (BLO) do not demonstrate statistically significant effects on brand loyalty in this model. The coefficients for brand love ($Beta = 0.104$) are both accompanied by t-values (1.502) that are not significant ($p > 0.05$). This indicates that changes in brand love do not reliably predict changes in brand loyalty in this particular analysis. The result is in line with the studies conducted by Carroll & Ahuvia in 2018.

The result of Brand image (BI) appears as the most influential predictor of brand loyalty with a coefficient ($B = 0.319$). A one-unit increase in brand image results in a substantial 0.319 unit increase in brand loyalty. The t-value associated with brand image is 5.330, highly significant at $p < 0.001$, underscoring its critical role in influencing brand loyalty. The standardized coefficient ($Beta = 0.305$) further highlights brand image as the strongest predictor among those examined, emphasizing the importance of cultivating a positive brand image to enhance customer loyalty.

While brand satisfaction and trust positively impact brand loyalty to varying degrees, brand commitment and love do not affect this model. Brand image, however, stands out as a key factor in driving brand loyalty, suggesting that strategic efforts to heighten brand image and build trust are crucial for fostering stronger customer loyalty relationships.

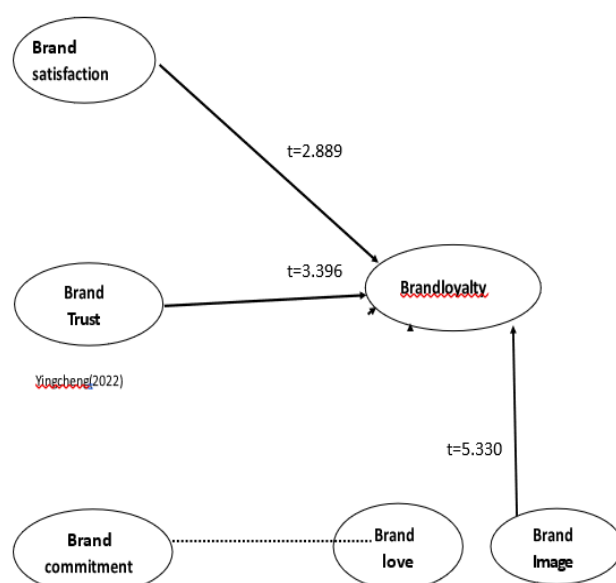


Figure 2 Measurements of the Research Model

Table 11 Hypothesis Testing Results

| Hypothesis | Result |
|--|---------------|
| Hypothesis1 (H1): Brand satisfaction has a significant direct effect on brand loyalty. | Supported |
| Hypothesis2 (H2): Brand trust has a significant direct effect on brand loyalty. | Supported |
| Hypothesis3 (H3): Brand commitment has a significant direct effect on brand loyalty. | Not supported |
| Hypothesis4 (H4): Brand love has a significant direct effect on brand loyalty. | Not supported |
| Hypothesis5 (H5): Brand image has a significant direct effect on brand loyalty. | Supported |

Findings of the study

Most respondents (50.83%) are aged 18-25, followed by 25.91% aged 26-33 and smaller percentages in older age groups.

Male respondents account for 53.49%, suggesting a skew towards male representation.

Educational attainment shows 15.28% with Undergraduate degrees, 41.20% with Graduate degrees, and 43.52% with Post-Graduate degrees.

The majority of respondents are students (42.19%), followed by employed (35%), self-employed (18.60%), and unemployed (3.65%).

The income distribution reveals 21.93% with incomes below 20,000, 25.58% between 20,001 and 30,000, 32.89% between 30,001 and 40,000, 13.3% between 40,001 and 50,000, and 6.3% with incomes of 50,001 and above.

The regression analysis conducted on the data demonstrates a significant direct effect of satisfaction on brand loyalty, with a p-value less than 0.05. This finding supports the acceptance of Hypothesis 1, which suggests that Brand satisfaction has a significant direct positive effect on brand loyalty.

The regression analysis conducted on the data demonstrates a significant direct effect of trust on brand loyalty, with a p-value less than 0.05. This finding supports the acceptance of Hypothesis 2, which suggests that Brand trust has a significant direct positive effect on brand loyalty.

The regression analysis conducted on the data demonstrates no significant direct effect of commitment on brand loyalty. This finding fails to support the acceptance of Hypothesis 3, which suggests that Brand

commitment has a significant direct positive effect on brand loyalty.

The regression analysis conducted on the data demonstrates no significant direct effect of love on brand loyalty. This finding fails to support the acceptance of Hypothesis 4, which suggests that Brand love has a significant direct positive effect on brand loyalty.

The regression analysis conducted on the data demonstrates a significant direct effect of image on brand loyalty, with a p-value less than 0.05. This finding supports the acceptance of Hypothesis 5, which suggests that Brand image has a significant direct positive effect on brand loyalty.

3. CONCLUSION OF THE STUDY

Consumer brand loyalty towards laptop brands is a significant phenomenon influenced by various interconnected factors, each uniquely building consumers' perceptions, attitudes, and behaviours towards specific brands. Based on the study, the primary objective was to analyze the effects of brand satisfaction, brand trust, brand commitment, brand love, and brand image on brand loyalty towards laptop brands. The study revealed that brand satisfaction, brand trust, and brand image significantly influence brand loyalty. Specifically, brand satisfaction positively affected brand loyalty; the most influential factor was brand image, highlighting that a strong and positive brand image greatly fosters brand loyalty. However, brand commitment and brand love did not show significant effects on brand loyalty in this study.:

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