

Brand Loyalty among Young Consumers

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Abstract: Marketers are facing difficulty in stopping their customers who lack brand loyalty from switching to other brands. The degree of their brand loyalty can contribute to the success of a particular brand. The purpose of the study was to examine brand loyalty of young customers who are frequently exposed to different brands. The study determined the relationship between the independent variables which were brand-related factors (brand quality, brand image), product-related factor (price) and customer-related factor (customer satisfaction) and the dependent variable which was brand loyalty of customers. This quantitative cross-sectional survey was conducted with a sample of 310 respondents. The questionnaires were distributed among business students in Universiti Malaysia Perlis and data collected were analysed through SPSS. The results indicated that price and customer satisfaction significantly influenced the brand loyalty of customers. On the other hand, brand quality and brand image did not significantly influence brand loyalty. In conclusion, brand loyalty is important in ensuring that customers continue using products from the same brand. This study suggested that in order to improve and instill brand loyalty among younger customers, marketers could focus more on price setting and customer satisfaction.

Key words: *Brand loyalty, brand quality, brand image, price, customer satisfaction*

INTRODUCTION

The world nowadays faces the era of globalization has emerged towards its markets which then leading to a higher and increase in competition. Due to the increasing market competition, marketers need to focus on the consumer buying behaviour in order to survive in this intense competition. Consumer buying behaviour or customer buying behaviour is presumed and defined as a plan of consumers to buy a product or service which can overcome their ultimate problem (Muhammad Naeem, 2015). Because the customers have variety of choices to purchase products and services, the companies will need to be more concern in determining the customer buying behaviour in order to capture the considerable market share (Muhammad Naeem, 2015). Hence, customer buying behaviour carries a vital role for the companies and marketers in order to fight hard and survive in this market competition.

Marketers are fighting and struggling hard in increasing and maximizing profits and then retaining market shares for their companies (Parida, 2017). Every single year, the average company loses about 13% of their customer's base, forcing marketers to solve and overcome the challenges in the competitive environment of the modern world. In order to achieve about 1% of

annual growth, the sales need to increase by 14% to both new and existing customers (Rezvani, 2013). Therefore, the company needs to work extra harder to gain extra sales then only can increase annual growth of the company. Therefore, for the company to increase sales and gain long term profits, it is necessary to create good product or good brand.

Brand is a very important subject that can create positive image in the customer's mind in order to make the brand itself different from the competitors (Zohaib Ahmed, 2014). Brands with differentiated positive images are tend to survive in this high market competition among the products and brands. This will makes the brand to be uplifted at high level. Brand as an issue is growing up to be more concerned about and becoming more crucial at the international level (Zohaib Ahmed, 2014). In this intense competition, in order to instil and foster brand loyalty among customers, the marketing strategies are important to help and create positive image in order to build up brand loyalty among customers.

A successful brand can be determined by the degree of their brand loyalty (Zohaib Ahmed, 2014). The customers with brand loyalty is defined as loyal customers. Loyal customers will affect the purchase intention of brands which then affect the brand loyalty. Marketers feel difficult to maintain the long term and

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good relationship with customers and to enjoy repetitive sales (Muhammad Tabish, 2017). Hence, marketers need to focus in building up the brand loyalty among customers in this business world (Muhammad Tabish, 2017). For a brand to stand out among so many competitors, it must build up a favourable brand loyalty. Due to the fact that the same brand is purchased repeatedly, the importance of brand loyalty can lead to more consistent sales of greater volumes (Mansori, 2016).

Brand loyalty has been a debatable topic among researchers and marketers recently (Huang, 2015). Marketers are difficult and hard to stop the customers from switching to the other brands (Muhammad Tabish, 2017). To make the customers loyal, it also difficult to take decision and take in consideration that what factors should be focused in order to get their attention and to build up and foster brand loyalty of customers (Muhammad Tabish, 2017). Customers who switch to other brands are considered as lack of brand loyalty. This can be showed by the research done before which stated that more than half which is 54 percent of US customers have switched a brand in the past year. In addition, 18 percent of the respondents reported that their own expectations about brand loyalty have changed (Roesler, 2017).

It is crucial and important to note that brand loyalty can be studied in various angles (Hameed, 2013). Previous research which was brand loyalty and factors affecting cosmetics buying behaviour of Saudi female consumers, this research has studied brand loyalty as an independent variable which affecting the buying behaviour of consumers (Lele, 2016). There was another research which also studied brand loyalty as an independent variable which affecting brand equity (Suki, 2015). On the other hand, brand loyalty can be driven by many factors depending on different aspects. However, the research done by Muhammad Tabish on factors that affect brand loyalty studied brand loyalty as a dependent variable which affected by the factors of brand image, customer satisfaction, promotion and brand trust (Muhammad Tabish, 2017). There was also another previous study which studied brand loyalty as dependent variable which affected by brand awareness, brand image and perceived quality (Eneizan, 2018). This showed that brand loyalty can be studied as various angles. Hence, this study want to determine that whether brand loyalty is affected by factors such as brand quality and price which was not stated as factors influence brand loyalty in the previous research (Muhammad Tabish, 2017). Besides, this study also want to determine that whether brand image and customer satisfaction are the factors influence brand loyalty which was not stated as factors influence brand loyalty in the previous study (Chang, 2018).

This research focused on brand loyalty as dependent variable which affected by four independent variables which were brand quality, brand image, price and customer satisfaction. For brand quality which also can be defined as perceived quality, perceived quality is commonly known as an important factor which affecting purchasing decision among the customers in Malaysia because customers tend to perceive and purchase a well-known and famous product as having high quality (Mansori, 2016). On the other hand, a previous study showed that the brand quality did not have a significant effect on brand loyalty (Liu, 2013). This inconsistent result was the reason why this study was carried out.

For brand image which may influence the brand loyalty, there was a previous study found out an insignificant impact of brand image on brand loyalty (Ramaseshan, 2013). But there were inconsistent results showed by other previous studies which stated that brand image influenced brand loyalty by (Muhammad Tabish, 2017; Hermanto, 2014). Hence, this study determine whether brand image is the factor which affects brand loyalty of customers.

The next factor which may influence brand loyalty is price. Price is one of the most crucial and important element for customers (Sulu, 2016). Customers will compare the prices of brands before purchase it because customers tend to switch to cheaper brand (Sulu, 2016). In contrast, customers will stay loyal to a brand although the prices changes to more expensive (Aprianingsih, 2015). Therefore, this study determine the relationship between price and brand loyalty.

Last but not least, the factor which may influence brand loyalty is customer satisfaction. The effect of satisfaction on brand loyalty is a popular subject of many studies which showed the customer satisfaction has direct relationship to the brand loyalty and this concluded that satisfaction will foster loyalty of customers and mostly dissatisfaction become a reason to switch the other brand (Muhammad Tabish, 2017). While for the previous research done, the research studied others independent variables such as perceived quality and perceived value instead of studying customer satisfaction which may influence brand loyalty (Chang, 2018). Hence, this study determine whether customer satisfaction is one of the factors which affects the brand loyalty of customers.

Previously, there were few researches of factors affecting brand loyalty done in other countries with different population. For example, the research of factors affecting mobile phone's brand loyalty among Pakistan people with the sample size of 406 specifically mobile phone users. From this research, the researcher found out that all of the independent variables which

were brand image, trust, customer satisfaction and promotion have significant impact on the dependent variable which was brand loyalty (Muhammad Tabish, 2017). There was another research which investigated the factors affecting consumer's fast fashion brand loyalty by examining US college students' perceptions and loyalty toward fast fashion. From the research, the researcher found out that the brand awareness, perceived value, brand uniqueness, and organizational associations were the contributing dimensions of brand equity to building consumer brand loyalty (Chang, 2018). Among these few previous studies, there were contextual gaps between their researches and this research. The reason to do this research was because previous researches are not done in Malaysia and are with different types and different number of populations. Therefore, this study carried out in Malaysia in order to determine the factors affecting brand loyalty of young customers.

The purpose of this study is to determine the factors that affect brand loyalty of customers so that the issue of brand loyalty of customers can be understood. This study is to determine does brand quality affects brand loyalty of customers. Next, this study is to find out the relationship between brand image and brand loyalty of customers. Then, this study is to examine does price influences the brand loyalty of customers. Finally, this study is to find out does brand loyalty of customers affected by customer satisfaction.

LITERATURE REVIEW

Brand loyalty is a degree in which customer repurchases the brand available in the product category (Ahmed, 2014). Brand loyalty is when the customers repeat their purchases (Ahmed, 2014; Aprianingsih, 2015). Brand loyalty is related to the repetitive buying behaviour of the users over time with a positively biased emotive, evaluative or behavioural tendency towards a labelled, branded or graded alternative or product choice (Suki, 2015). Customers re-patronizing and rebuying a preferred product consistently has initiated repetitive purchasing of the same brand set or same brand. Moreover, brand loyalty influenced their purchasing decisions to the same product (Suki, 2015).

Customers may repeat the purchase of single brands or switch to other brands due to the tangible quality of the product sold (Aprianingsih, 2015). Customers with brand loyalty will become committed to their favourite brand over time and have a strong relationship with the brand (Ahmed, 2014; Mansori, 2016). Brand loyalty can also be defined as the strength of preference for a brand compared to other available options which are other similar brands (Aprianingsih, 2015). Customers with brand loyalty is with consistency and preference who

committed to purchase a product or service while the importance of brand loyalty also act as information channels which linking informally the networks of relatives, friends and other potential customers to the product (Mansori, 2016).

Once the customers have strong relationship with the brand, it shows that customers are not easy to switch brand which already instilled brand loyalty (Rizwan, 2013). The loyalty to a specific brand of customer will remain the same if the brand is as long available (Rizwan, 2013). Customers with brand loyalty will just make a purchase confidently and directly based on the previous experiences without further evaluate the brand (Ehsan Malik, 2013). Another way to explain is that the customers will be loyal due to the satisfaction with the brand and hence want to continue the relationship with the brand (Ehsan Malik, 2013).

Brand loyalty can be studied as independent variable and dependent variable (Hameed, 2013). There was a previous research which studied brand loyalty as an independent variable which affected brand equity (Suki, 2015). Besides that, there was another previous study which also studied brand loyalty as an independent variable which affected the buying behaviour of consumers (Lele, 2016). On the other hand, there was another research which studied brand loyalty as a dependent variable which affected by the factors of brand image, customer satisfaction, promotion and brand trust (Muhammad Tabish, 2017). The other few studies also studied brand loyalty as dependent variable (Chang, 2018; Eneizan, 2018; Aprianingsih, 2015).

Brand quality can also be defined as perceived quality. Nowadays customers are becoming more aware and they are unwilling to compromise on quality and consider this even more important than price of the product (Kanwal, 2018). Brand quality is the perception of consumer about a product's quality and superiority. The companies created the perception of the customer through the advertising publicities, and then other social media will intend to purchase the product (Zohaib Ahmed, 2014). In other words, it is the feeling of customer about a product quality and the product's features provided to them such as reliability and product performance (Zohaib Ahmed, 2014). The consumers in United States focused and placed for product quality are durability, ease of use and reliability (Mansori, 2016).

In other words, brand quality is also defined as the overall judgment with respect to the dimensions of brand values. Brand quality is an attitude that results from the comparison of consumer expectations with the actual performance (Eneizan, 2018). Besides, brand quality can also be defined as the promises made by the

brand product to meet the expectations of the customers (Zohaib Ahmed, 2014).

If a product is able to fulfil the customers' expectations, the customers will consider that the product is high quality and acceptable and if the expectations of the customers are not fulfilled, the customers will consider the product as a low quality product (Lele, 2016). This means that the quality of a product can also be defined as its ability to satisfy the customer's expectation and the customer's needs. The product quality needs to be identified first in terms of characteristics which are different from product to product (Lele, 2016). Brand quality is important to ensure that the brand is positioned in the minds of customers to prevent them from switching to other brands and maintain brand loyalty (Eneizan, 2018).

There were few previous studies which study brand quality as an independent variable which affected the brand loyalty. From these previous studies, they showed inconsistent result. A previous study showed that there was negative relationship between brand quality and brand loyalty (Kinuthia, 2012). This is further supported by another study which showed that brand quality did not have a significant effect on brand loyalty (Liu, 2013). In contrast, brand quality had a significant effect on brand loyalty. (Zohaib Ahmed, 2014). Besides that, brand quality played a significant role in influencing consumers to be brand loyal customers (Mansori, 2016). This was further supported by the research which showed that brand quality had a significant effect on brand loyalty of customers (Eneizan, 2018).

H1: Brand quality significantly influence the brand loyalty.

Brand is one of the main component of marketing which can be defined as the name of the brand or it can be any symbol, picture, term used for brand or mixture of all these important components (Muhammad Naem, 2015). Unique perception of customers about the brand is called brand image. Brand image can also be defined as the linkage of customers mind or memory with the product (Muhammad Naem, 2015). Hence, brand image acts as an important role in building and maintaining good relationships with customers (Eneizan, 2018).

There was another study which defined brand image as the set of feeling, attitude and concepts that a customer has regarding a brand (Muhammad Tabish, 2017). Brand image is a product's representation in a consumer's minds and determinants of brand image is existed including attributes, function and appearance of products as well as the roles that products play in consumers' lives (Tsai-Yuan, 2013). This image

incorporates not only the functional properties but also involved symbolic and emotional considerations (Tsai-Yuan, 2013).

Brand image is the first word or image that comes to mind when a certain brand is mentioned (Mansori, 2016). Brand image is one of the important steps to reach brand loyalty (Muhammad Tabish, 2017). Brand image needs to be parallel and congruent with the consumers' image because it is a process which is able to meet social needs and psychological (Eneizan, 2018). In addition, brand image drives some important elements for the recognition which are class, style, wealth and success (Muhammad Tabish, 2017).

Brand image is related to the usage of the brand of consumers so that the symbolic meaning of consumption can be reflected and also to identity the self-expression (Suki, 2015). Consumers ascribe high quality to favourable brands (Suki, 2015). Brand image that is familiar to customer's eye can help the companies in order to pick up the sales of the current brand and to host new brand (Suki, 2015). Customers tend to go for top brands more than for products with lower brand image and stay loyal to that specific brand because customers perceive that products with top brand image have better quality (Mansori, 2016).

There were few previous studies which studied brand image as an independent variable which affected the brand loyalty. From these previous studies, they showed inconsistent result. A previous study found out an insignificant impact of brand image on brand loyalty (Ramaseshan, 2013). On the other hand, a previous study stated that brand image is represented as an entrance barrier to any market, since the customers probably prefer brands with a strong image, hence this showed that brand image influenced the brand loyalty of customers (Nikhashemi, 2013). Another previous study also found out that brand image was a factor which influenced the brand loyalty (Hermanto, 2014). Customers tend to choose products with good brand image than products with lower brand image and this showed that brand image influenced the brand loyalty of customers (Mansori, 2016). This study was further supported by the research which stated that brand image was significant influenced the brand loyalty (Muhammad Tabish, 2017).

H2: Brand image significantly influence the brand loyalty.

Pricing is determining what amount a customer is willing to pay in return for the product. Price can be said as the most critical criteria for the general customers (Kanwal, 2018). But customer with high brand loyalty was willing to pay for their favoured brand with a

premium price as customer will compare and evaluate alternative brand and has strong belief of their favourite brand in the price and value (Mansori, 2016). The customer will purchase the product if the perceived value is beyond the cost, hence the purchase intention of customer will not easily affected by price (Mansori, 2016). Meanwhile, the purchase intention of customer will not be affected easily by price as the brand loyalty already built and loyal customer was ready to pay more even the price increased (Singh, 2014). Another study stated Malaysian customers are less focused on the price as customers always perceive a better value from high price compared to low price (Mansori, 2016).

One of the important factors that has been taken in considerations in many exchange relationships is price which price is the financial value that is given out in exchange for a product. Price had a direct effect on brand loyalty of customers (Lele, 2016). This increased level of loyalty can reduce the marketing costs by preventing the customers from switching to other brands. Price is a vital factor which influenced the buyer seller relationships because price is one of the most flexible criteria of the mixed marketing and it varies after changing the characteristics of products and services (Lele, 2016).

There were few previous studies which studied price as an independent variable which affected the brand loyalty. From these previous studies, they showed inconsistent result. A previous study stated that price did not affect the brand loyalty thus price was not influence the purchasing decision of customers (Aprianingsih, 2015). As customers who have high brand loyalty are usually ready to pay the additional price for their favourite brand or products they wanted (Aprianingsih, 2015). There was another study which showed that price and brand loyalty had insignificant relationship (Mansori, 2016). Customers with high brand loyalty will repurchase the product with the same brand name even if it was highly priced (Mansori, 2016). In contrast, a previous study found out that there was a significant influence between price on the brand loyalty (Kanwal, 2018). This can further supported by the study which stated that price affected brand loyalty of customers (Lele, 2016). There was another study also stated that price influenced the brand loyalty of customers (Loh, 2017).

H3: Price significantly influence the brand loyalty.

Satisfaction is defined as a reaction on the customers' behaviour after purchase what is already bought (Soetjipto, 2015). Satisfaction is a judgement or fulfilment response which based on a good or service hence being evaluated for one-time consumption or ongoing consumption and the contentment of the

customer with based on the customer's prior purchasing experience with a given provider (Veloutsou, 2015). Satisfaction is also defined as a speed and quick experience of the customers after using the product through which the overall satisfaction can be assessed (Zohaib Ahmed, 2014).

Customer satisfaction is a post-consumption evaluation of a product or service in terms of positive, neutral or negative feeling or attitudes toward the product or service (Ramiz, 2014). Customer satisfaction results from favourable correspondence between the expectations and experiences of customers with a company or the company's products and services (Ramiz, 2014). Customer satisfaction is the positive psychological feedback of customers which comes from their evaluation between their consumption outcome and their expectation (Zohaib Ahmed, 2014). In order to achieve a high level of satisfaction, the company needs to keep in mind and focuses on the needs and wants of customers by supplying them excellent and outstanding products and services (Zohaib Ahmed, 2014).

Customer satisfaction has become a central concept in the discourse of business and management which the business organization focused on creating customer satisfaction as one of the strategic goals (Soetjipto, 2015). Customer satisfaction also effects the decision to repurchase or purchases constantly on the same products or services and be able to influence other customers or outsiders to involve in the purchase of the same products or services (Soetjipto, 2015).

When customers are happy and satisfy from the brand or products, they will tell others to purchase them hence the customers will less likely to shift to other brand and will likely to repeat their purchases (Ramiz, 2014). Good and high customer satisfaction will be considered as a positive state of mind for the customers so that the customers will repurchasing for the same brand or same products again (Rehman, 2014).

There were few previous studies which studied customer satisfaction as an independent variable which affected the brand loyalty. A previous study showed that there was a significant effect of customer satisfaction on brand loyalty (Ramiz, 2014). This was supported by another study which showed that customer satisfaction had a relationship with brand loyalty (Zohaib Ahmed, 2014). There was another study which customer satisfaction had significant relationship towards brand loyalty (Mansori, 2016). This was further supported customer satisfaction as a factor which influenced brand loyalty (Loh, 2017). On the other hand, there were also few previous studies which did not take customer satisfaction as an independent factor which affected

brand loyalty (Chang, 2018; Eneizan, 2018; Aprianingsih, 2015).

H4: Customer satisfaction significantly influence the brand loyalty.

METHODOLOGY

The survey technique used was quantitative research method which collecting the data by using questionnaire. Quantitative research method was used in this study because this study used formal questions and predetermined response selection in survey questionnaires and it was given to a large number of respondents (Bougie, 2016). The questionnaire was distributed to the business students in UniMAP to get data information. The questionnaire completed by the respondents and their participation were purely voluntary. The target population in this study was the Bachelor Degree of business students in University Malaysia Perlis (UniMAP) from year one to year three which consisted of 1601 male and female students according to Official Info UniMAP 2017. the sample size for the population of 1601 is 310 (W.Morgan, 1970). This study used Statistical Package for Social Science (SPSS) computer program version 20.0 to analyse the collected data.

RESULTS & DISCUSSION

Reliability analysis was measured via Cronbach's coefficient alpha were acceptable ranging from the highest value of Cronbach's Alpha which was 0.803 for brand loyalty followed by 0.802 customer satisfaction, 0.789 brand quality, 0.747 price while the lowest value was 0.733 for brand image.

To identify the relationship between brand quality, brand image, price and customer satisfaction in affecting brand loyalty of customers, multiple regression analysis was performed. Four hypotheses were proposed and results were enumerated in Table 4.5. The F-statistics produced ($F = 143.089$) was significant at 1 percent level ($\text{Sig. } F < 0.01$), thus confirming the fitness for the model. The adjusted R^2 was 0.652, indicating that the four factors can significantly account for 65.2 percent variance in affecting the brand loyalty of customers.

H1: Brand quality significantly influence the brand loyalty.

The results corroborated that brand quality did not significantly influenced the brand loyalty of customers ($\beta_1 = 0.061$; $t\text{-value} = 1.167$; $p > 0.05$). Thus, H1 is not supported, signifying that brand quality did not affect the brand loyalty of customers. The result was consistent with the findings of (Liu, 2013) which showed that

brand quality did not have a significant effect on brand loyalty.

H2: Brand image significantly influence the brand loyalty.

Next, H2 substantiated that brand image did not significantly influenced the brand loyalty of customers ($\beta_2 = 0.050$; $t\text{-value} = 0.819$; $p > 0.05$). Hence, H2 is not supported, signifying that the brand image did not affect the brand loyalty of customers. This result was consistent with the findings of (Ramaseshan, 2013) which showed that insignificant impact of brand image on brand loyalty.

H3: Price significantly influence the brand loyalty.

The results of multiple regression analysis for H3 as presented in Table 4.5 indicated that price was significantly affected the brand loyalty of customers ($\beta_3 = 0.267$; $t\text{-value} = 4.685$; $p < 0.05$). Thus, H3 is supported. The significant relation between the price and brand loyalty of customers has been visible. This result was consistent with the previous studies from (Kanwal, 2018; Loh, 2017; Lele, 2016) which stated that price has significant influenced the brand loyalty of customers.

H4: Customer satisfaction significantly influence the brand loyalty.

The results for H4 showed that the customer satisfaction was significantly influenced the brand loyalty of customers ($\beta_4 = 0.465$; $t\text{-value} = 7.679$; $p < 0.05$). Hence, H4 is supported, implying that customer satisfaction affected the brand loyalty of customers. This results was consistent with some previous studies done before by researchers which supported that the customer satisfaction influenced the brand loyalty of customers (Loh, 2017; Mansori, 2016; Ramiz, 2014; Zohaib Ahmed, 2014). The results of the estimated coefficients indicated that the customer satisfaction was the strongest factor, compared to the other three independent variables.

Table 4.6: Summary of Hypothesis

Hypothesis	Sig. ($p < 0.05$)	Findings
H1: Brand quality significantly influence the brand loyalty.	0.244	Reject
H2: Brand image significantly influence the brand loyalty.	0.413	Reject

H3: Price significantly influence the brand loyalty.	0.000	Accept
H4: Customer satisfaction significantly influence the brand loyalty.	0.000	Accept

beta coefficient which was 0.465. Then, it followed by price with the beta coefficient of 0.267 which was the second highest beta coefficient. This showed that customer satisfaction influenced the brand loyalty of customers the most then followed by the price. Then, the brand quality has the second lowest of beta coefficient which was 0.061. This indicated that brand quality has the second least influence on the brand loyalty of customers. Last but not least, the lowest beta coefficient is brand image which was 0.050 which indicated that brand image has the least influence on the brand loyalty of customer.

Beta coefficient explained the change in dependent variable for each component change in the independent variable (Hair, 2007). From the results obtained from the table above, the customer satisfaction has the highest

Variable	Unstandardized Coefficient		Standardized Coefficient Beta	t	Sig.
	B	Std. Error			
Brand Loyalty	0.609	0.148		4.102	0.000
Brand Quality	0.061	0.052	0.064	1.167	0.244
Brand Image	0.050	0.061	0.052	0.819	0.413
Price	0.267	0.057	0.284	4.685	0.000
Customer Satisfaction	0.465	0.061	0.472	7.679	0.000

CONCLUSIONS

The purpose of this research was to determine whether brand quality, brand image, price and customer satisfaction can affect brand loyalty of customers. Brand loyalty is important for an organization to ensure that its product is kept in the minds of consumers and prevent the customers from switching to other brands (Mansori, 2016). Moreover, this research can benefit the marketers in enhancing the positions of their brands in comparison to other competitors (Eneizan, 2018). Consequently, this research has produced interesting findings on brand loyalty. The analysis revealed that price and customer satisfaction significantly affects brand loyalty of the customers. However, the findings showed that brand quality and brand image do not have significant relationship with brand loyalty. Therefore, the results showed that the role of price and customer satisfaction is critical and important in maintaining and fostering brand loyalty among customers.

Brand quality and brand loyalty

The first objective of this research was to examine the relationship between brand quality and brand loyalty.

Based on the result of significant value of 0.244 which is greater than 0.05, it showed that there was no significant relationship between brand quality and brand loyalty of customers. This result was consistent with a previous study which shown that brand quality did not affect the brand loyalty of customers (Liu, 2013). There was also another previous study which showed a different result, that is, there was negative relationship between brand quality and brand loyalty (Kinuthia, 2012).

Brand image and brand loyalty

The second objective of this research was to determine the relationship between brand image and brand loyalty. Based on the result of significant value of 0.413 which is greater than 0.05, it showed that there was no significant relationship between brand image and brand loyalty of customers. This result can be supported by a study done before which found an insignificant impact of brand image on brand loyalty (Ramaseshan, 2013).

Price and brand loyalty

The third objective of this research was to study the relationship between price and brand loyalty. Based on

the result of significant value of 0.000 which is less than 0.05, it showed that there was significant relationship between price and brand loyalty of customers. There was previous study which supported this result which also found a significant relationship between price and brand loyalty of customers (Kanwal, 2018) (Lele, 2016) (Loh, 2017).

Customer satisfaction and brand loyalty

The fourth and final objective of this research was to investigate the relationship between customer satisfaction and brand loyalty. Based on the result of significant value of 0.000 which is less than 0.05, it showed that there was significant relationship between customer satisfaction and brand loyalty of customers. This result was consistent with the previous study which showed that customer satisfaction has significant relationship on brand loyalty of customers (Loh, 2017), (Mansori, 2016), (Ramiz, 2014), (Zohaib Ahmed, 2014).

Recommendation

A number of recommendations may be suggested in order to develop strategies to focus and aim in enhancing brand loyalty among the customers. Customer satisfaction had the greatest influence on the brand loyalty of customers among the four independent variables. This means that companies should improve in the aspect of customer satisfaction in order to maintain or fostering brand loyalty among customers. They should attempt to increase the customer satisfaction level on products or services. Customers will tend to focus on whether the products meet their expectation or not. Some ways to increase customer satisfaction can be creating good and outstanding products or services performances or providing excellent after sales services. These companies should understand customer specific needs and have the capacity and ability to address customer complaints and problems in a friendly manner in order to provide high level of customer satisfaction for the customers. Consequently, customers will have good usage experiences of products and will be satisfied with the products or brand they purchased. Hence, brand loyalty can be developed among customers.

Besides that, price was another important consideration because it was the second highest factor which affecting the brand loyalty of customers. The result showed that the customers will tend to shift brand means that they are lack of brand loyalty when there is an increase in price of the products or brand. The customers will tend

to purchase for the products and brand which the price is reasonable since increase in price will hamper most of the customers' purchases. Hence, marketers should have good pricing strategy in order to maintain brand loyalty of customers. Some ways such as promotion or discount can offer to existing customers so that these customers will continue supporting and eventually re-purchasing the same products and brand again. Besides that, the company also should have consistency in pricing the products since a change in price may trigger a shift on the brand loyalty of the customers. Therefore, brand loyalty can be built among customers.

There were few previous studies that showed that brand quality and brand image had significant influence on brand loyalty of customers (Eneizan, 2018; Mansori, 2016). However, this research showed that brand quality and brand image were not significantly influence the brand loyalty of customers. This means that brand quality and brand image have lesser chance in affecting the brand loyalty among this type of customers. The reason is this research has different population with previous studies before. The previous study on brand quality and brand image in affecting the brand loyalty of customers was focus on cosmetic industry (Mansori, 2016). While the other previous study brand quality and brand image in affecting the brand loyalty of customers was focused on the customers in household appliances (Eneizan, 2018). The respondents of this research was focused on young customers, hence there will be different result comparing with the previous studies. This showed that the younger consumers are less focused on brand quality and brand image of the products or brand they purchased.

Future Research

This research only examined four independent variables that affecting the dependent variable which is the brand loyalty of customers. However, there might be other factors that accounted in creating and maintain brand loyalty of customers. Hence, future researches should study other factors or determinants of brand loyalty.

Besides that, the respondents in this research are university students. Thus, the findings are unlikely to explain brand loyalty in different age group and strata. Consequently, further studies need to be conducted in different and diverse population and regions in order to get more accurate result in measuring the factors which affecting the brand loyalty of customers.

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