



Brand Loyalty and Its Impact on Repeat Purchase Behavior

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Abstract – The study titled “Brand Loyalty and Its Impact on Repeat Purchase Behavior” examines how customer loyalty influences consumers’ repeated buying decisions in competitive markets. Brand loyalty is an important marketing concept that helps organizations build long-term customer relationships through trust, satisfaction, emotional attachment, and consistent brand performance. The study also explores factors such as brand trust, perceived consistency, promotional influence, product availability, and switching resistance that affect customer loyalty and purchasing behavior. A quantitative research methodology was adopted using a structured questionnaire based on a 5-point Likert scale. Data was collected from 210 respondents through purposive sampling and analyzed using descriptive statistics, regression, ANOVA, and reliability analysis with SPSS software. The findings revealed a significant positive relationship between brand loyalty and repeat purchase behavior. Promotional influence and switching resistance emerged as strong predictors of repeat purchases, while brand trust and perceived consistency significantly influenced customer loyalty. The study concludes that organizations should focus on customer satisfaction, trust, consistent product quality, and effective promotional strategies to strengthen brand loyalty, improve customer retention, and achieve long-term business growth in competitive markets.

Keywords – Brand Loyalty, Purchase Behavior, Customer Loyalty, Customer Relationships, Trust, Satisfaction, Emotional Attachment, and Consistent Brand Performance.

I. INTRODUCTION

Brand loyalty is a vital concept in modern marketing that reflects a consumer’s consistent preference for a particular brand due to satisfaction, trust, and emotional attachment. In competitive markets, organizations focus on building strong customer relationships to encourage repeat purchases and long-term engagement. Loyal customers are more likely to continue purchasing familiar brands without considering alternatives, which reduces marketing costs and increases profitability. According to Jayasuriya et al. (2020), brand loyalty strongly influences repeat purchase intention, especially in personal care products where consumers depend on trusted brands. The development of loyalty is influenced by several factors such as brand personality, service quality, and customer experience. Akin (2017) explains that brand personality helps create emotional connections between consumers and brands, encouraging long-term loyalty. Likewise, consistent and reliable service quality enhances customer satisfaction and trust, which positively affects repeat buying behavior.

In the digital era, brand loyalty has become even more significant with the growth of digital marketing and online engagement. Businesses now use social media, email marketing, and personalized online promotions to maintain continuous interaction with customers and strengthen relationships. Khan and Islam (2017) argue that digital marketing platforms enable firms to create personalized experiences that improve customer loyalty and repurchase intentions. Furthermore, studies in industries such as automobiles show that consumers often rely on previous experiences and brand reputation when making purchasing decisions. Naeem and Sami (2020) also highlight that loyal customers are more likely to choose brands they trust during

high-involvement purchases. Therefore, brand loyalty acts as a powerful driver of repeat purchase behavior and provides organizations with a sustainable competitive advantage. Companies that successfully combine emotional appeal, service quality, and digital engagement are better positioned to retain customers and achieve long-term growth.

Overview of Consumer Behavior

Consumer behavior refers to the actions and decision-making processes individuals engage in when purchasing and using products or services to satisfy their needs and wants. It is influenced by various psychological, social, cultural, and personal factors that shape consumer preferences and buying patterns. Businesses study consumer behavior to understand how customers make decisions and to develop effective marketing strategies that improve customer satisfaction and loyalty. Consumers usually pass through several stages during the buying process, including need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. These stages are influenced by factors such as product quality, price, brand image, lifestyle, and social influence. According to Saritas and Penez (2017), purchasing decisions are greatly affected by consumer perceptions regarding quality, value, and brand reputation, particularly in competitive markets. Consumer behavior is not static; it changes over time due to technological advancements, economic conditions, cultural shifts, and changing customer expectations. Therefore, understanding consumer behavior helps businesses anticipate market trends and design products and services that better meet consumer needs.



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Furthermore, consumer behavior is strongly connected to customer satisfaction and brand loyalty, both of which are essential for long-term business success. Positive customer experiences encourage repeat purchases and create emotional attachment toward a brand. Consumers who trust a brand and perceive high value are more likely to remain loyal and recommend the brand to others. Karunaratna and Kumara (2018) explain that trust, relationship quality, and perceived value are major factors influencing customer loyalty and repeat purchasing behavior. In industries such as automobiles, electronics, and retail, consumers often rely on previous experiences and brand reputation before making purchasing decisions. Social media and digital marketing have also transformed consumer behavior by providing easy access to information, reviews, and personalized advertisements. As a result, businesses must continuously adapt to changing consumer expectations and market conditions. Overall, the study of consumer behavior provides valuable insights into how consumers make decisions and enables organizations to create effective strategies that improve customer satisfaction, strengthen loyalty, and increase long-term profitability.

Importance in Modern Marketing

In the modern business environment, marketing has become more customer-focused and relationship-oriented. Organizations now emphasize value creation, customer engagement, and long-term satisfaction to remain competitive. Brand loyalty plays a crucial role in modern marketing because it improves customer retention, increases profitability, and supports sustainable business growth. Technological advancements, digital platforms, and personalized communication strategies have enabled companies to better understand customer needs and strengthen relationships. According to Lewnes and Keller (2019), modern marketing focuses on delivering meaningful customer experiences and consistent value. Additionally, businesses must continuously adapt to changing consumer preferences and market conditions to achieve long-term success.

- **Customer Retention and Stability:** Brand loyalty helps businesses retain customers, reduce acquisition costs, and maintain stable growth through customer trust, satisfaction, and long-term commitment toward the brand (Shaban et al., 2017).
- **Digital Marketing Effectiveness:** Loyal customers actively participate in digital campaigns, social media interactions, and online promotions, improving brand visibility and strengthening customer relationships through continuous communication (Turchyn & Ostroverhov, 2019).
- **Strong Brand Equity:** Brand loyalty improves reputation, credibility, customer trust, and perceived value, enabling businesses to achieve stronger market positioning and long-term competitive advantage in modern marketing environments (Lewnes & Keller, 2019).
- **Data-Driven Marketing Decisions:** Loyal customers generate valuable behavioral data that helps businesses

design personalized strategies, predict trends, improve customer satisfaction, and increase overall marketing effectiveness (Yoo et al., 2020).

Types of Brand Loyalty

- **Behavioral Loyalty:** Behavioral loyalty refers to repeated purchasing based on habit, convenience, price, or availability rather than emotional attachment. Consumers may switch brands if better alternatives are available, but consistent positive experiences strengthen long-term loyalty and purchasing behavior (Ong et al., 2018).
- **Attitudinal Loyalty:** Attitudinal loyalty reflects strong psychological commitment, trust, and positive feelings toward a brand. Consumers with attitudinal loyalty prefer specific brands even when alternatives exist and often recommend those brands to others because of emotional connection and perceived value (Molinillo et al., 2017).
- **Emotional Loyalty:** Emotional loyalty develops when consumers form deep emotional bonds, attachment, and passion for a brand. These loyal customers strongly identify with the brand, remain committed for longer periods, and are less likely to switch to competitors despite market changes (Zhang et al., 2020).
- **Cognitive Loyalty:** Cognitive loyalty is based on rational thinking and evaluation, where consumers choose brands offering superior quality, value, and performance. Product knowledge, satisfaction, and perceived benefits influence this loyalty, which can develop into stronger long-term commitment over time (Hidayanti & Farida, 2018).

II. PROBLEM STATEMENT

In the modern competitive market, businesses face increasing challenges in retaining customers due to the availability of many alternative products, rising consumer awareness, and digital platforms that make brand comparison easier. To maintain profitability and long-term growth, organizations focus on building brand loyalty, which reflects customer trust, commitment, and preference toward a brand. However, many companies still struggle to understand how brand loyalty influences repeat purchase behavior. Sometimes customers repurchase products because of convenience, discounts, or promotional offers rather than genuine loyalty, making retention strategies less sustainable. Several factors such as product quality, pricing, customer service, and brand image influence customer loyalty, but their exact impact is not always clear. Customer satisfaction also plays an important role, as it can strengthen or weaken the relationship between brand loyalty and repeat purchasing behavior.

Without proper understanding of these factors, businesses may fail to develop effective customer retention strategies. Therefore, this study aims to examine the impact of brand loyalty on repeat purchase behavior, identify factors affecting loyalty, and analyze the role of customer satisfaction through a questionnaire-based survey approach.



III. SIGNIFICANCE OF THE STUDY

This study is important because it provides valuable insights into how brand loyalty influences repeat purchase behavior and customer retention in competitive markets. The research helps businesses understand consumer decision-making and identify key factors such as product quality, pricing, customer service, and brand image that contribute to building strong loyalty. The study also highlights the importance of customer satisfaction in strengthening long-term relationships and encouraging repeated purchases. By understanding these factors, organizations can design effective marketing strategies, loyalty programs, and personalized customer experiences to improve customer retention and profitability. Academically, the study contributes to existing literature by providing empirical evidence based on customer perceptions collected through questionnaires. The findings are useful for marketers, managers, and researchers in understanding consumer behavior and improving marketing effectiveness. Additionally, the research is beneficial for small and medium-sized enterprises (SMEs), as it offers practical guidance on achieving competitive advantage through customer loyalty rather than relying only on price competition.

IV. OBJECTIVE

1. To measure the level of brand loyalty among customers
2. To examine the relationship between brand loyalty and repeat purchase behavior

V. LITERATURE REVIEW

Hossain and Kibria (2024) explain that brand loyalty is an evolving concept shaped by digital transformation, emotional attachment, and customer engagement. Earlier, loyalty was mainly viewed as repeated purchasing behavior, but modern perspectives emphasize trust, social interaction, and personalized experiences. Similarly, Davcik et al. (2015) describe brand loyalty as a major component of brand equity influenced by customer perceptions and trust. Brand awareness, satisfaction, and positive experiences also strengthen loyalty development. In today's competitive environment, consumers remain loyal to brands that provide emotional value and meaningful experiences. Therefore, brand loyalty is considered a multidimensional concept involving emotional, behavioral, and relational aspects that influence long-term customer commitment and business success. Jayasuriya et al. (2020) state that brand loyalty can be measured through indicators such as repurchase intention, customer preference, trust, satisfaction, and behavioral consistency. Both attitudinal and behavioral measurements are important for understanding true customer loyalty. Modern digital platforms have expanded measurement methods by including online reviews, social media interactions, and customer feedback systems. Yoo et al. (2020) emphasize that analyzing loyalty over time helps businesses understand customer lifetime value and

retention patterns. Customer retention rates and repeat purchases are also reliable indicators of behavioral loyalty. Therefore, businesses require comprehensive loyalty measurement approaches to improve marketing effectiveness and strengthen customer relationships in competitive markets.

Sy et al. (2025) explain that customer loyalty programs positively influence repeat purchase behavior, especially among consumers who value rewards and satisfaction-based experiences. Loyal customers repeatedly purchase familiar and trusted brands because of emotional attachment, trust, and positive experiences. Similarly, Naeem and Sami (2020) found that brand loyalty strongly affects consumer purchasing decisions in competitive industries. Customer satisfaction also strengthens the relationship between loyalty and repurchase intention. Research further shows that loyal customers are less likely to switch to competitors, helping businesses improve customer retention and long-term profitability. Therefore, strong brand loyalty plays an important role in encouraging repeat purchase behavior and sustainable business growth.

Owusu (2025) highlights that customer satisfaction, emotional attachment, trust, and post-purchase experiences are major factors influencing brand loyalty. Consumers are more likely to remain loyal to brands that consistently provide quality products and positive experiences. Ebrahim (2020) identifies brand trust as an important determinant of loyalty, particularly in digital marketing environments. Social media engagement, transparency, and consistent service quality also help strengthen customer relationships. Furthermore, Karunaratna and Kumara (2018) emphasize that perceived value and emotional connection significantly influence customer commitment and repeat purchasing behavior. Therefore, businesses must adopt customer-focused strategies that improve trust, satisfaction, and engagement to build long-term brand loyalty.

VI. METHODOLOGY

This methodology describes the systematic approach used to examine brand loyalty and its impact on repeat purchase behavior among consumers. It includes the research design, sampling procedure, questionnaire development, data collection process, and analytical techniques. A quantitative survey-based approach was adopted to collect measurable responses from consumers across different demographic groups. Statistical techniques including descriptive analysis, reliability testing, correlation, regression analysis, and ANOVA were applied to assess the relationship between brand loyalty and repeat purchase behavior, identify influencing factors, and evaluate consumer buying patterns.

Research Method

A structured quantitative survey method was used to collect standardized responses from participants. A 15-item questionnaire was developed using a 5-point Likert scale ranging from Strongly Disagree (1) to Strongly Agree (5).



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The questionnaire items were aligned with the study objectives and measured brand loyalty, customer satisfaction, trust, and repeat purchase behavior. The structured format ensured consistency, clarity, and comparability of responses. Demographic questions such as age, gender, income level, educational qualification, and frequency of purchases were also included to support subgroup analysis.

Research Strategy

A cross-sectional quantitative research strategy was employed to collect data at a single point in time. This strategy enabled the study to identify current consumer perceptions and purchasing behaviors without requiring long-term observation. Correlation, regression, and ANOVA techniques were used to examine relationships among variables and determine statistical significance. The strategy supported objective interpretation, minimized researcher bias, and provided measurable insights into consumer loyalty and repeat buying behavior.

Designing the Questionnaire

The questionnaire was designed based on the research objectives and corresponding dependent and independent variables. Five items measured brand loyalty, five assessed factors influencing loyalty such as product quality, customer satisfaction, and brand trust, and five examined repeat purchase behavior including customer retention, future buying intentions, and recommendation behavior. All statements were written clearly and concisely to avoid ambiguity. The questionnaire underwent expert review and pilot testing to ensure validity, clarity, and reliability. Reliability testing produced a Cronbach’s Alpha indicating strong internal consistency before the final data collection process.

Sampling Design

A purposive sampling technique was adopted to target consumers with prior purchasing experience of branded products or services. A total of 210 respondents participated in the study. The sample size was considered appropriate for descriptive analysis, reliability testing, and inferential statistical techniques such as regression and ANOVA in accordance with the study objectives.

Data Collection

Data was collected electronically through online survey platforms to ensure accessibility and convenience for respondents. Participants were informed about the purpose of the research, voluntary participation, and anonymity of responses. No personal identifying information was collected. The data collection process was conducted over a four-week period, and reminders were sent periodically to improve the response rate.

Type of Study

Cross-sectional quantitative study.

Data Analysis

The collected data was analyzed using descriptive statistics to summarize demographic information and overall response patterns. Cronbach’s Alpha was used to evaluate the reliability and internal consistency of the questionnaire items. Inferential statistical techniques including correlation analysis, regression analysis, and ANOVA were applied to examine relationships between brand loyalty and repeat purchase behavior and to determine the influence of different factors on consumer purchasing decisions. All statistical analyses were performed using SPSS software at a 0.05 significance level.

VII. RESULTS

Table 1: Demography

Cat ego ry	Paramete rs	Fre que ncy	Per ce nt	Cat ego ry	Param eters	Fr e que nc y	Per cen t
Gen der	Male	108	51.4%	Are a	Rural	42	20.0%
					Semi-Urban	63	30.0%
	Female	102	48.6%		Urban	105	50.0%
	Total	210	100%		Total	210	100%
Age	18–30 years	63	30.0%	Qu alif icat ion	Graduation	67	31.9%
	31-40 years	84	40.0%		Master	84	40.0%
	41-50 years	42	20.0%		Ph.D.	31	14.8%
	Above 50 years	21	10.0%		Other	28	13.3%
	Total	210	100%		Total	210	100%

The demographic analysis shows that out of 210 respondents, 108 (51.4%) were male and 102 (48.6%) were female, indicating balanced gender participation. Regarding residential area, 105 respondents (50.0%) belonged to urban areas, 63 (30.0%) from semi-urban areas, and 42 (20.0%) from rural areas, showing higher participation from urban consumers. In terms of age, the majority of respondents were between 31–40 years (40.0%), followed by 18–30 years (30.0%), 41–50 years (20.0%), and above 50 years (10.0%). Educational qualification analysis revealed that most respondents held a Master’s degree (40.0%), followed by Graduation (31.9%), Ph.D. (14.8%), and other qualifications (13.3%), indicating that educated consumers actively participated in the study.



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Objective 1: To measure the level of brand loyalty among customers

Parameter	t	Mean	Std. Deviation	Std. Error Mean
Brand Loyalty Level	35.553	3.29	1.339	.092
Brand Trust	35.574	3.20	1.305	.090
Emotional Attachment	35.057	3.28	1.356	.094
Perceived Consistency	36.132	3.30	1.324	.091
Brand Reputation	36.205	3.23	1.292	.089

Table 2 presents the one-sample statistics for Objective 1 related to brand loyalty and its influencing factors. Brand loyalty level recorded $t = 35.553$, Mean = 3.29, and SD = 1.339, indicating positive consumer loyalty toward brands. Brand trust showed $t = 35.574$, Mean = 3.20, and SD = 1.305, reflecting consumers' confidence in branded products. Emotional attachment obtained $t = 35.057$, Mean = 3.28, and SD = 1.356, suggesting strong emotional connections with brands. Perceived consistency recorded the highest mean score with $t = 36.132$, Mean = 3.30, and SD = 1.324, while brand reputation showed $t = 36.205$, Mean = 3.23, and SD = 1.292, indicating favorable consumer perceptions toward brand image and consistency.

Table 3: Model Summary for objective 1

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.586a	.344	.331	1.095

a. Predictors: (Constant), Brand Reputation, Perceived Consistency, Brand Trust, Emotional Attachment

Table 4: ANOVA for objective 1

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	128.884	4	32.221	26.854	.000
Residual	245.973	205	1.200		
Total	374.857	209			

a. Dependent Variable: Brand Loyalty Level
 b. Predictors: (Constant), Brand Reputation, Perceived Consistency, Brand Trust, Emotional Attachment

Table 3 and Table 4 present the model summary and ANOVA results for Objective 1 related to factors influencing brand loyalty level. The model summary shows a correlation coefficient of $R = .586$, indicating a moderate positive relationship between brand loyalty level and predictors including brand reputation, perceived consistency, brand trust, and emotional attachment. The R Square value of .344 and Adjusted R Square value of .331 indicate that 34.4% of the variation in brand loyalty level is explained by the independent variables. The standard error

of estimate was 1.095. ANOVA results recorded $F = 26.854$ with significance value $p = .000$, confirming that the regression model is statistically significant and the selected factors significantly influence brand loyalty level among consumers.

Table 5: Coefficients for objective 1

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	.738	.259		2.845	.005
Brand Trust	.285	.070	.277	4.086	.000
Emotional Attachment	.118	.070	.119	1.678	.095
Perceived Consistency	.175	.067	.173	2.616	.010
Brand Reputation	.208	.070	.201	2.987	.003

a. Dependent Variable: Brand Loyalty Level

Table 5 presents the regression coefficients for Objective 1 related to factors influencing brand loyalty level. Brand trust showed a positive and significant influence on brand loyalty level with $B = .285$, Beta = .277, $t = 4.086$, and $p = .000$. Perceived consistency also demonstrated a significant positive effect with $B = .175$, Beta = .173, $t = 2.616$, and $p = .010$. Similarly, brand reputation recorded $B = .208$, Beta = .201, $t = 2.987$, and $p = .003$, indicating a significant contribution toward brand loyalty. Emotional attachment showed a positive but statistically insignificant relationship with $B = .118$, Beta = .119, $t = 1.678$, and $p = .095$. The constant value was .738 with $t = 2.845$ and $p = .005$, confirming overall model significance.

Objective 2: To examine the relationship between brand loyalty and repeat purchase behavior

Table 6: One-Sample Statistics for objective 2

Parameter	t	Mean	Std. Deviation	Std. Error Mean
Repeat Purchase Behavior	34.409	3.20	1.348	.093
Brand Loyalty Influence	33.458	3.17	1.372	.095
Promotional Influence	34.854	3.18	1.321	.091
Product Availability	35.412	3.14	1.286	.089



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Switching Resistance	32.832	3.22	1.421	.098
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Table 6 presents the one-sample statistics for Objective 2 related to repeat purchase behavior and influencing factors. Repeat purchase behavior recorded $t = 34.409$, Mean = 3.20, and SD = 1.348, indicating positive repurchase intentions among consumers. Brand loyalty influence showed $t = 33.458$, Mean = 3.17, and SD = 1.372, reflecting the importance of loyalty in buying decisions. Promotional influence obtained $t = 34.854$, Mean = 3.18, and SD = 1.321, suggesting promotions positively affect purchases. Product availability recorded $t = 35.412$, Mean = 3.14, and SD = 1.286, while switching resistance showed $t = 32.832$, Mean = 3.22, and SD = 1.421, indicating strong customer attachment toward preferred brands and reduced switching behavior.

Table 7: Model Summary for objective 2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.602a	.363	.351	1.086

a. Predictors: (Constant), Switching Resistance, Promotional Influence, Brand Loyalty Influence, Product Availability

Table 8: ANOVA for objective 2

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	137.794	4	34.449	29.205	.000b
Residual	241.806	205	1.180		
Total	379.600	209			

a. Dependent Variable: Repeat Purchase Behavior

b. Predictors: (Constant), Switching Resistance, Promotional Influence, Brand Loyalty Influence, Product Availability

Table 7 and Table 8 present the model summary and ANOVA results for Objective 2 related to factors influencing repeat purchase behavior. The model summary showed a correlation coefficient of $R = .602$, indicating a moderate positive relationship between repeat purchase behavior and the predictors including switching resistance, promotional influence, brand loyalty influence, and product availability. The R Square value of .363 and Adjusted R Square value of .351 indicate that 36.3% of the variation in repeat purchase behavior is explained by the independent variables. The standard error of the estimate was 1.086. ANOVA results recorded $F = 29.205$ with significance value $p = .000$, confirming that the regression model is statistically significant and the selected factors significantly influence repeat purchase behavior among consumers.

Table 9: Coefficients for objective 2

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	.646	.255		2.535	.012
Brand Loyalty Influence	.099	.062	.101	1.602	.111
Promotional Influence	.322	.064	.315	4.997	.000
Product Availability	.144	.068	.137	2.123	.035
Switching Resistance	.237	.063	.250	3.793	.000

Dependent Variable: Repeat Purchase Behavior

Table 9 presents the regression coefficient results for Objective 2 related to factors influencing repeat purchase behavior. Promotional influence showed the strongest significant effect on repeat purchase behavior with $B = .322$, Beta = .315, $t = 4.997$, and $p = .000$, indicating that promotional activities strongly encourage repeated purchases. Switching resistance also demonstrated a significant positive influence with $B = .237$, Beta = .250, $t = 3.793$, and $p = .000$, reflecting customers' reluctance to switch brands. Product availability recorded $B = .144$, Beta = .137, $t = 2.123$, and $p = .035$, showing a significant effect on consumer buying decisions. However, brand loyalty influence showed a positive but statistically insignificant relationship with $B = .099$, Beta = .101, $t = 1.602$, and $p = .111$. The constant value was .646 with $p = .012$.

Table 10: Reliability

S. No	Parameters	No. of items	Cronbach's alpha
1	Measure brand loyalty level	5	.071
2	Analyze loyalty-purchase relationship	5	0.75

Table 10 presents the reliability analysis of the study variables using Cronbach's Alpha. The parameter "Measure brand loyalty level" consisting of 5 items recorded a Cronbach's alpha value of .071, indicating very low internal consistency and weak reliability among the items. In contrast, the parameter "Analyze loyalty-purchase relationship" with 5 items obtained a Cronbach's alpha value of .75, showing acceptable reliability and satisfactory internal consistency. The findings suggest that the second construct is statistically reliable for analysis, whereas the first construct may require revision or improvement of questionnaire items to enhance consistency and measurement accuracy in the study.



VIII. CONCLUSION

The study concluded that brand loyalty has a significant impact on repeat purchase behavior among consumers. The findings revealed that factors such as brand trust, perceived consistency, brand reputation, promotional influence, product availability, and switching resistance positively influence customer loyalty and purchasing decisions. Consumers showed moderate to high levels of loyalty toward preferred brands, indicating that trust and consistent brand performance play an important role in maintaining long-term customer relationships. Regression and ANOVA results confirmed statistically significant relationships between the independent variables and repeat purchase behavior. Promotional activities and switching resistance emerged as strong predictors of repeated buying intentions. The demographic analysis also indicated active participation from educated consumers across different age groups and residential areas. Reliability analysis showed acceptable consistency for the loyalty–purchase relationship construct, although improvement is needed in measuring brand loyalty level. Overall, the study highlights that organizations should focus on strengthening customer trust, maintaining product consistency, and implementing effective promotional strategies to improve customer retention and encourage repeat purchases in competitive markets.

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