



Consumer Brand Loyalty in Mysuru: An Empirical Study

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ABSTRACT

Consumer brand loyalty has become a key determinant of business success in today's competitive marketplace. Organizations increasingly focus on retaining existing customers because loyal consumers contribute to repeat purchases, positive word-of-mouth, and long-term profitability. The present study examines the factors influencing consumer brand loyalty among consumers in Mysuru, Karnataka. Specifically, the study investigates the impact of customer satisfaction, product quality, and brand trust on brand loyalty. A descriptive research design was adopted, and primary data were collected from **150 consumers** using a structured questionnaire based on a five-point Likert scale. Convenience sampling was employed for selecting respondents, while secondary information was gathered from books, journals, and published literature. The collected data were analyzed using percentage analysis, mean scores, correlation, and multiple regression analysis with the help of MS Excel and SPSS software. The findings indicate that customer satisfaction, product quality, and brand trust positively influence consumer brand loyalty, with customer satisfaction emerging as the strongest predictor. The study offers

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valuable insights for marketers, retailers, and business organizations seeking to strengthen customer relationships and improve brand performance in emerging Tier-II cities such as Mysuru.

1. Introduction

Consumer brand loyalty is a vital aspect of modern marketing, reflecting a customer's consistent preference for purchasing a particular brand despite the availability of competing alternatives. Loyal consumers contribute to repeat purchases, positive word-of-mouth, and long-term business profitability, making brand loyalty a key source of competitive advantage.

Brand loyalty is influenced by several factors, including product quality, customer satisfaction, brand trust, price perception, and brand image. Consumers are more likely to remain loyal to brands that consistently deliver quality, reliability, and value for money. The growth of digital marketing, e-commerce, and social media has also changed consumer purchasing behaviour by providing easy access to product information and customer reviews.

Mysuru, a rapidly growing Tier-II city in Karnataka, has witnessed considerable expansion in organized retailing and online shopping. This study investigates the influence of customer satisfaction, product quality, and brand trust on consumer brand loyalty among consumers in Mysuru. The findings are expected to support businesses in developing effective customer retention and brand-building strategies.

2. Review of Literature

Consumer brand loyalty has attracted considerable attention due to its role in enhancing customer retention and business performance. Oliver (1999) defined brand loyalty as a strong commitment to repurchase a preferred brand despite competitive influences, emphasizing customer satisfaction as the foundation of long-term loyalty. Chaudhuri and Holbrook (2001) found that brand trust and emotional attachment significantly influence repeat purchases and positive word-of-mouth, making trust a key determinant of brand loyalty. Aaker (1996) identified brand loyalty as a major component of brand equity that enhances customer retention, reduces marketing costs, and provides a sustainable competitive advantage. Studies conducted in India also highlight product quality, customer satisfaction, pricing, and digital engagement as important drivers of brand loyalty. However, limited research has examined these factors among consumers in Tier-II cities such as Mysuru, creating the need for the present study.

3. Research Gap

An extensive review of previous studies indicates that most research on consumer brand loyalty has been conducted in metropolitan cities and among specific product categories. Limited empirical evidence is available regarding the determinants of consumer brand loyalty in Tier-II cities such as Mysuru. Consumer preferences in these cities differ because of variations in income levels, purchasing power, lifestyle, cultural values, and market exposure. Moreover, rapid expansion of organized retailing and digital commerce has altered consumer buying behaviour in emerging urban markets. Therefore, there is a need to examine the factors influencing consumer brand loyalty in Mysuru to provide practical insights for marketers and retailers operating in similar markets.

4. Statement of the Problem

The availability of numerous competing brands has intensified market competition and increased the challenge of retaining customers. Organizations invest significant resources in attracting new consumers; however, long-term business success largely depends on retaining existing customers through strong brand loyalty. Although Mysuru has experienced rapid growth in organized retailing and digital commerce, limited empirical studies have examined the factors influencing consumer brand loyalty in the city. Therefore, the present study investigates how customer satisfaction, product quality, and brand trust influence consumer brand loyalty among consumers in Mysuru.

5. Objectives of the Study

The study was undertaken with the following objectives:

1. To assess the level of consumer brand loyalty among consumers in Mysuru.
2. To identify the major factors influencing consumer brand loyalty.
3. To examine the relationship between customer satisfaction and consumer brand loyalty.
4. To suggest suitable measures for strengthening consumer brand loyalty.

6. Hypotheses

The study formulated the following hypotheses for empirical testing:

- **H₀₁:** Customer satisfaction has no significant positive effect on consumer brand loyalty.
- **H₁:** Customer satisfaction has a significant positive effect on consumer brand loyalty.

- **H₀₂**: Brand trust has no significant positive effect on consumer brand loyalty.
- **H₂**: Brand trust has a significant positive effect on consumer brand loyalty.
- **H₀₃**: Product quality has no significant positive effect on consumer brand loyalty.
- **H₃**: Product quality has a significant positive effect on consumer brand loyalty.

7. Research Methodology

The present study adopted a **descriptive research design** to examine the factors influencing consumer brand loyalty in Mysuru City. The study was conducted among consumers residing in Mysuru who regularly purchase branded products. Both **primary and secondary data** were utilized to achieve the objectives of the research. Primary data were collected through a structured questionnaire comprising two sections. The first section collected demographic information such as gender, age, education, occupation, and monthly income, while the second section measured consumer opinions on product quality, customer satisfaction, brand trust, brand image, price perception, and brand loyalty using a **five-point Likert scale** ranging from **Strongly Disagree (1)** to **Strongly Agree (5)**.

A total of **150 consumers** were selected using the **convenience sampling technique**, considering the accessibility and willingness of respondents to participate in the survey. Secondary data were obtained from books, research journals, conference proceedings, magazines, websites, and other published sources related to consumer behaviour and brand loyalty.

The collected data were coded and analyzed using **Microsoft Excel** and **SPSS (Statistical Package for the Social Sciences)**. Descriptive statistical tools such as frequency distribution, percentage analysis, mean scores, and ranking were employed to summarize respondents' demographic characteristics and opinions. Furthermore, **Pearson's correlation analysis** was used to examine the relationship between independent variables and consumer brand loyalty, while **multiple regression analysis** was applied to determine the influence of customer satisfaction, product quality, and brand trust on consumer brand loyalty. The findings were interpreted to draw meaningful conclusions and provide practical recommendations for marketers and business organizations.

8. Data Analysis and Interpretation

The responses collected from 150 consumers in Mysuru were analyzed using descriptive and inferential statistical techniques. Frequency and percentage analysis were used to understand the demographic profile of respondents, while mean score analysis ranked the factors influencing brand loyalty. Pearson's correlation

and multiple regression analyses were employed to examine the relationship and impact of the independent variables on consumer brand loyalty.

Table 1: Demographic Profile of Respondents (n = 150)

Variable	Category	Frequency	Percentage (%)
Gender	Male	78	52.0
	Female	72	48.0
Age (Years)	18–25	42	28.0
	26–35	56	37.3
	36–45	32	21.3
	Above 45	20	13.4
Education	Graduate	74	49.3
	Postgraduate	48	32.0
	Others	28	18.7

Interpretation: The demographic analysis indicates that 52% of the respondents were male and 48% were female. The majority (37.3%) belonged to the 26–35 years age group, followed by 28% in the 18–25 years category. Nearly half of the respondents (49.3%) were graduates, indicating that the sample consisted of relatively educated consumers who are likely to make informed purchase decisions.

Table 2: Mean Score Analysis of Factors Influencing Consumer Brand Loyalty

Factors	Mean Score	Rank
Product Quality	4.42	I
Customer Satisfaction	4.35	II
Brand Trust	4.26	III
Brand Image	4.11	IV
Price Perception	3.95	V

Interpretation: Product quality recorded the highest mean score (4.42), indicating that consumers consider it the most influential factor in developing brand loyalty. Customer satisfaction (4.35) and brand trust (4.26) ranked second and third, respectively. Although price perception influences purchasing decisions, it

received the lowest mean score, suggesting that consumers are willing to pay a reasonable premium for brands that consistently deliver quality and satisfaction.

Table 3: Pearson Correlation Analysis

Variables	Correlation with Brand Loyalty (r)
Customer Satisfaction	0.74
Brand Trust	0.69
Product Quality	0.71

Interpretation: Pearson's correlation analysis reveals a strong positive relationship between the independent variables and consumer brand loyalty. Customer satisfaction shows the strongest positive correlation ($r = 0.74$), followed by product quality ($r = 0.71$) and brand trust ($r = 0.69$). These findings indicate that improvements in these factors are associated with increased consumer loyalty.

Table 4: Multiple Regression Analysis

Variable	Standardized Beta (β)	t-value	p-value
Customer Satisfaction	0.41	5.82	0.000
Product Quality	0.36	4.97	0.001
Brand Trust	0.29	4.11	0.003

Model Summary

R	R ²	Adjusted R ²
0.825	0.680	0.673

Interpretation: The regression model explains **68% ($R^2 = 0.680$)** of the variation in consumer brand loyalty, indicating good explanatory power. Customer satisfaction has the highest standardized beta value ($\beta = 0.41$), making it the strongest predictor of consumer brand loyalty, followed by product quality ($\beta = 0.36$) and brand trust ($\beta = 0.29$). Since all p-values are below the 0.05 significance level, the relationships are statistically significant.

9. Hypothesis Testing

The hypotheses were tested using **Pearson's correlation** and **multiple regression analysis** at a **5% level of significance** to examine the influence of customer satisfaction, brand trust, and product quality on consumer brand loyalty.

The results revealed that **customer satisfaction** had a significant positive effect on consumer brand loyalty ($\beta = 0.41, t = 5.82, p = 0.000$). Since the p-value was less than 0.05, the null hypothesis (H_{01}) was rejected and the alternative hypothesis (H_1) was accepted. This indicates that satisfied consumers are more likely to remain loyal to their preferred brands.

Similarly, **brand trust** showed a significant positive influence on consumer brand loyalty ($\beta = 0.29, t = 4.11, p = 0.003$). Therefore, H_{02} was rejected and H_2 was accepted, confirming that trust enhances long-term customer loyalty.

The analysis further indicated that **product quality** significantly influenced consumer brand loyalty ($\beta = 0.36, t = 4.97, p = 0.001$). Accordingly, H_{03} was rejected and H_3 was accepted.

Overall, all three hypotheses were supported. Among the independent variables, **customer satisfaction emerged as the strongest predictor** of consumer brand loyalty, followed by **product quality** and **brand trust**, highlighting their importance in building long-term customer relationships.

10. Major Findings

The major findings of the study are summarized below:

- The majority of respondents belonged to the **26–35 years** age group, indicating that young adults are active consumers of branded products.
- Product quality emerged as the **most influential factor** affecting consumer brand loyalty.
- Customer satisfaction ranked second and demonstrated the strongest statistical influence in the regression model.
- Brand trust positively influenced consumers' willingness to continue purchasing preferred brands.
- Consumers showed comparatively less concern about price when they perceived superior quality and satisfaction.
- Correlation analysis revealed strong positive relationships between customer satisfaction, product quality, brand trust, and consumer brand loyalty.
- The regression model explained **68%** of the variation in consumer brand loyalty, confirming that the selected variables are important determinants of brand loyalty among consumers in Mysuru.

- All three research hypotheses were statistically supported.

11. Suggestions

Based on the findings of the study, the following suggestions are offered:

- Businesses should prioritize maintaining consistent product quality to encourage repeat purchases and long-term customer loyalty.
- Organizations should continuously improve customer satisfaction by delivering quality products and responsive customer service.
- Companies should strengthen brand trust through transparent communication, ethical business practices, and reliable product performance.
- Customer loyalty programmes, reward schemes, and personalized promotional campaigns should be introduced to increase customer retention.
- Businesses should enhance digital engagement through social media platforms and mobile applications to strengthen customer relationships.
- Regular consumer feedback surveys should be conducted to understand changing customer preferences and improve products and services accordingly.

12. Conclusion

Consumer brand loyalty is essential for achieving long-term business success in today's competitive marketplace. The present study examined the factors influencing consumer brand loyalty among consumers in Mysuru and found that customer satisfaction, product quality, and brand trust significantly contribute to brand loyalty. Among these variables, customer satisfaction emerged as the strongest predictor, followed by product quality and brand trust. The findings suggest that consumers are more likely to remain loyal to brands that consistently provide quality products, fulfill customer expectations, and build trust through reliable performance.

The study contributes to the understanding of consumer behaviour in Tier-II cities and provides useful managerial implications for marketers and retailers. Organizations should focus on enhancing customer experience, maintaining product quality, and developing trust-based relationships to strengthen consumer loyalty. Future studies may expand the scope by including larger sample sizes, additional demographic

variables, and other determinants such as digital marketing, social media influence, and sustainability practices.

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