

Customer Brand Loyalty on Apple Products: A Case of Kathmandu Valley

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Abstract

This study examines the customer brand loyalty on Apple products: A case of Kathmandu Valley. Customer brand loyalty is the dependent variable. The selected independent variables are product quality, brand image, customer satisfaction, brand trust, and product features. The primary source of data is used to assess the opinions of respondents regarding product quality, brand image, customer satisfaction, brand trust, product features, and customer brand loyalty. The study is based on primary data of 125 respondents. To achieve the purpose of the study, structured questionnaire is prepared. The correlation and multiple regression models are estimated to test the significance and importance of customer brand loyalty on Apple products: A case of Kathmandu Valley.

The study showed a positive impact of product quality on customer brand loyalty. It indicates that satisfactory product quality leads to better customer brand loyalty. Similarly, the study showed a positive impact of brand image on customer brand loyalty. It indicates that a positive brand image improves customer brand loyalty. Likewise, the study also revealed a positive impact of customer satisfaction on customer brand loyalty. It indicates that higher the customer satisfaction, higher would be the customer brand loyalty. Further, the study observed a positive impact of brand trust on customer brand loyalty. It indicates that strong believe towards the products lead to enhances customer brand loyalty. In addition, the study observed a positive impact of product features on customer brand loyalty. It indicates that innovative and attractive product features enhance the customer brand loyalty.

Keywords: customer brand loyalty, product quality, brand image, customer satisfaction, brand trust, product features

1. Introduction

In today's competitive market, customer brand loyalty is more important than ever. Customer brand loyalty, defined as the customer's commitment to repurchase or continue using a brand, is a critical concept in marketing and business strategy. With a plethora of choices available to consumers, brands must work harder to retain their customers. Factors such as product quality, customer experience, brand image, communication, pricing, convenience, and emotional connection all play a crucial role in building and maintaining customer loyalty. Brands that can deliver high-quality products, provide excellent customer service, engage with their customers effectively, and offer competitive pricing are more likely to create a loyal customer base. Additionally, building an emotional connection with customers can further strengthen brand loyalty. In the present context, brands must focus on these key factors to enhance customer brand loyalty and stay ahead in the competitive market. According to Keller (1993), one of the key determinants of customer brand loyalty is perceived brand value, which encompasses a customer's overall evaluation of a brand's superiority and worthiness. In addition, Brands that offer high perceived value tend to have more loyal customers who are willing to pay a premium price. Similarly, Sheth and Parvatiyar (2000) stated that brand trust refers to the customer's belief in the reliability and honesty of a brand. Brands that build trust with their customers through consistent performance and ethical practices are more likely to cultivate loyal relationships (Garbarino and Johnson, 1999). Moreover, customer satisfaction plays a vital role in driving brand loyalty. Satisfied

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customers are more likely to exhibit repeat purchase behavior and recommend the brand to others (Anderson and Sullivan, 1993). Additionally, emotional attachment to a brand can significantly influence brand loyalty. Emotional branding strategies that evoke positive emotions, such as joy, love, or nostalgia, can create a strong bond between the customer and the brand, leading to long-term loyalty (Thomson *et al.*, 2005).

Mosavi and Ghaedi (2012) explored the relationship between trust, customer loyalty, commitment, and repurchase intention among Apple mobile phone users in Iran. The study found that trust is influenced by customer satisfaction, complaint handling, and shared value, with significant impacts on loyalty, commitment, and repurchase intention. Likewise, Wijaya (2013) investigated the influence of brand image, brand personality, and brand awareness on consumer purchase intention of Apple smartphones. The study found that brand image, brand personality, and brand awareness have significant influence on consumer purchase intention. Similarly, Montogomerie *et al.* (2013) analyzed the Apple's business model post-2003 to identify factors affecting customer loyalty. The study found that Apple's ability to "own the consumer" through its controlled ecosystem is a key driver of loyalty, but also creates limitations. Furthermore, Pinson *et al.* (2014) investigated the factors leading to Apple brand loyalty, focusing on brand identification, brand personality congruence, and reputation. The study showed that a strong brand identity and a perceived match between the brand's personality and the consumer's self-image contribute to brand loyalty. In addition, Xu *et al.* (2014) examined the effects of service innovation and complementary strategies (customization, technology leadership) on customer loyalty in the ICT service industry. The study found that service innovation and customization positively impact brand equity, which in turn leads to stronger affective and behavioral loyalty.

Chen *et al.* (2016) examined the compared customer satisfaction and loyalty among Apple, Samsung, and HTC. The study found that Samsung had the highest customer satisfaction but Apple had the highest customer loyalty, suggesting Apple users are "stickier." And Ease of use was a key driver of satisfaction and loyalty for all three brands. In addition, Mostert *et al.* (2016) analyzed the focused-on Generation Y smartphone users to explore the relationships between customer satisfaction, brand loyalty, and future purchase intentions. The study showed a positive and significant connection between these factors, indicating satisfied Gen Y smartphone users are more likely to be loyal and repurchase. Similarly, Azinan *et al.* (2019) investigated the influence of customer satisfaction, brand trust, and brand image on customer loyalty in the branded computer industry. The study found that all three factors have a positive and significant impact on customer loyalty. Further, Kim *et al.* (2020) examined brand loyalty and interest in smartphones within South Korea. The study found that brand is the most important factor for consumers and Apple has the strongest brand loyalty, followed by Samsung with lower loyalty but higher brand interest. Satisfaction with innovative peers' phone choices significantly impacts interest in all brands.

In addition, Hokky *et al.* (2021) examined the impact of brand image and brand trust on brand loyalty among Apple iPhone users in DKI Jakarta. The study found that both brand image and brand trust positively affect brand loyalty, with brand trust mediating the relationship between brand image and brand loyalty. Similarly, Rahman *et al.* (2021) investigated the brand preferences among university students in Japan and Bangladesh. The study revealed that Apple enjoys higher brand loyalty and perceived value in Japan, while Samsung is preferred in Bangladesh due to its open-source system and lower prices. Further, Keni *et al.* (2021) examined the role of brand image in customer loyalty within the

Indonesian smartphone sector. The study found that brand image positively impacts customer loyalty both directly and through trust as an intervening variable. In addition, Natalia *et al.* (2021) investigated the mediating roles of customer satisfaction and brand trust in the relationship between consumer-brand identification and brand loyalty for Apple smartphones. The study found that customer satisfaction mediates this relationship, but brand trust does not. Similarly, Aditya *et al.* (2021) examined the effects of brand experience, brand image, and brand satisfaction on brand loyalty among iOS users in DKI Jakarta. The study found that brand experience positively influences brand image and brand satisfaction, which in turn positively impact brand loyalty.

Furthermore, Mel *et al.* (2022) explored the influence of factors such as brand trust, brand identification, brand experience, and environmental factors on customer satisfaction and brand loyalty among Apple customers in Indonesia. The study showed that brand experience and location/environment positively affect customer satisfaction, which in turn positively impacts brand loyalty. Similarly, Hiremath *et al.* (2022) investigated Apple's marketing strategies and their influence on consumer behavior and customer base expansion. The study found that effective promotional activities and emotive positioning strategies significantly enhance Apple's market position. In addition, Andhika *et al.* (2022) examined the effects of product quality and brand image on customer loyalty among iPhone users in Denpasar. The study revealed that product quality positively affects customer loyalty and brand image, with brand image mediating the relationship between product quality and customer loyalty. Further, Letukyte *et al.* (2022) investigated the impact of brand personality traits and the congruence between consumer personality and brand personality on emotional loyalty to brands. The study found that different sets of brand personality traits impact loyalty to Apple and Samsung, with emotional loyalty being higher for Apple due to its prevailing emotional content. In addition, Rahmadhani *et al.* (2022) investigated the relationship between customer satisfaction (influenced by product quality, brand image, and brand trust) and brand loyalty among Apple users in Indonesia. The study revealed that product quality, brand image, and brand trust positively influence customer satisfaction and brand loyalty, with customer satisfaction mediating these relationships.

In the context of Nepal, Sthapit *et al.* (2010) investigated the brand behavior for established and emerging brands. The study showed that Price and efficiency are key factors, new features influence decisions, and brand loyalty is low. In addition, Thapa (2019) analyzed the smartphone purchase behavior and factors affecting decisions. The study found that Market share of bigger brands is declining, Chinese brands are gaining popularity due to brand perception, price, and word-of-mouth marketing. Similarly, Shrestha (2020) examined the factors affecting brand loyalty through customer satisfaction. The study found that Brand experience, image, and consumer involvement positively affect customer satisfaction, which in turn affects brand loyalty. Consumer involvement is the primary driver. In addition, Sah *et al.* (2020) investigated brand preference for laptops and identify influencing factors. The study found that brand preference is driven by features, audio quality, and video quality. Features are the most considered factor.

Furthermore, Sah (2021) assessed brand preferences among professionals for mobile phones. The study found that product attributes and price significantly influence purchase decisions. Samsung is the leading brand. Social influence has an insignificant impact. In addition, Mishra *et al.* (2021) examined the factors and media influencing laptop purchase decisions. The study found that Consumers are less price-sensitive and wait for preferred

brands. They prefer proven technology and are influenced by sales and offers. Similarly, Bharat (2021) examined factors influencing smartphone purchase intention. The study found that Brand personality has no significant effect. Product attributes and price significantly influence purchase intention. Furthermore, Neupane (2022) analyzed the relationship between customer satisfaction, brand image, and loyalty for green electronics. The study found that Customer satisfaction and loyalty are positively impacted by brand image. Brand image and customer loyalty are partially mediated by satisfaction. In addition, Singh (2023) investigated factors influencing smartphone purchase decisions. The study found that Price has a positive and significant effect on brand preference. Advertisement, brand image, and brand loyalty have a positive but not significant effect. Price is the dominant factor. Further, Raj *et al.* (2023) examined the brand choice behaviors of university students for laptops. The study found that Brand personality has no significant impact. Product attributes, social factors, and pricing have a positive significant effect. Product pricing has a greater impact on brand selection.

The above discussion shows that empirical evidences vary greatly across the studies on the customer brand loyalty towards Apple products. Though there are above mentioned empirical evidences in the context of other countries and in Nepal, no such findings using more recent data exist in the context of Nepal. Therefore, in order to support one view or the other, this study has been conducted.

The major objective of the study is to examine the customer brand loyalty on Apple products: A case of Kathmandu Valley. Specifically, it examines the relationship of product quality, brand image, customer satisfaction, brand trust, and product features with the customer brand loyalty towards Apple products.

The remainder of this study is organized as follows: section two describes the sample, data, and methodology. Section three presents the empirical results and final section draws the conclusion.

2. Methodological aspects

The study is based on the primary data which were collected from 125 respondents through questionnaire. The study employed convenience sampling method. The respondents' views were collected on product quality, brand image, customer satisfaction, brand trust, product features, and customer brand loyalty. This study is based on descriptive as well as causal comparative research designs.

The model

The model estimated in this study assumes that customer brand loyalty depends upon product quality, brand image, customer satisfaction, brand trust, and product features. Therefore, the model takes the following form:

Customer brand loyalty = f (product quality, brand image, customer satisfaction, brand trust, and product features).

More specifically,

$$CBL = \beta_0 + \beta_1 PQ + \beta_2 BI + \beta_3 CS + \beta_4 BT + \beta_5 PF + e$$

Where,

CBL = Customer brand loyalty

PQ = Product Quality

BI = Brand Image

CS = Customer satisfaction

BT = Brand trust

PF = Product features

Customer brand loyalty was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are 5 items and sample items include “I am loyal to this brand and prefer it over others”, “I consistently choose this brand when making purchasing decisions” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.728$).

Product quality were measure using a 5-point Likert scale where the respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are 5 items and sample items include “The quality of the product meets my expectations”, “The product is reliable and consistent in its performance” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.769$).

Brand image was measure using a 5-point Likert scale where the respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are 5 items and sample items include “I perceive the brand positively”, “The brand’s image influences my purchasing decisions” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.798$).

Customer satisfaction were measure using a 5-point Likert scale where the respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are 5 items and sample items include “I am satisfied with my overall experience with the brand”, “The brand consistently meets my expectations” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.759$).

Brand trust was measure using a 5-point Likert scale where the respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are 5 items and sample items include “I trust the brand to deliver on its promises”, “I feel confident in the brand’s products/services” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.749$).

Product features was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are 5 items and sample items include “The product features meet my needs and preferences”, “The product features enhance my overall experience” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.752$).

The following section describes the independent variables used in this study along with the hypothesis formulation.

Product quality

Product quality refers to the overall excellence of a product in meeting customer needs and expectations. Chen et al. (2022) investigated the impact of product quality on customer satisfaction in the digital age and found that higher product quality significantly enhances customer satisfaction, directly influencing brand loyalty. Similarly, Li and Zhang (2021) examined the role of perceived product quality in influencing repeat purchase behavior in e-commerce. The study concluded that perceived product quality is a critical factor in repeat purchase decisions, with customers revisiting online stores where they previously had high-quality experiences. Likewise, Khan et al. (2020) analyzed the relationship between product quality and brand trust in emerging markets and found that consistently high product quality builds brand trust, essential for establishing customer loyalty in competitive environments. Further, García and Martínez (2019) found that customers satisfied with product quality are more likely to share positive experiences on social media, enhancing brand loyalty through peer recommendations. In addition, Kim and Lee (2018) revealed that brands with a strong image and high-quality products see significantly higher loyalty rates. Moreover, Dolan et al. (2017) assessed the influence of product quality on customer retention rates in the subscription economy. The study concluded that high product quality is crucial for retaining customers in subscription-based businesses, leading to lower churn rates and higher retention. Similarly, Heerde et al. (2015) showed that consistent product quality significantly enhances customer loyalty, while inconsistent quality can lead to brand switching. Likewise, Amelia et al. (2022) concluded that product quality has a positive impact on customer brand loyalty, with loyal customers exhibiting higher price tolerance when they perceive the product quality to be superior. Based on it, this study develops the following hypothesis:

H₁: There is a positive relationship between product quality and customer brand loyalty.

Brand image

Brand image is the overall perception or impression that consumers hold about a brand, encompassing the beliefs, feelings, and associations that consumers have towards the brand, shaped by various factors such as the brand's identity, communication efforts, and consumer experiences. Williams et al. (2021) examined the impact of brand image on customer brand loyalty in the retail sector. The study found that a positive brand image significantly enhances customer loyalty by fostering trust and satisfaction. Similarly, Johnson and Lee (2020) investigated the relationship between brand image and customer loyalty in the hospitality industry. The study indicated that a strong brand image leads to higher levels of customer retention and repeat business. Likewise, Kim et al. (2019) found that a reputable brand image attracts and retains loyal customers. Additionally, Smith and Brown (2018) stated that a well-perceived brand image contributes to sustained customer loyalty and advocacy. Moreover, Davis and Martínez (2020) found that a strong brand image leads to increased customer trust and loyalty. In addition, Patel and Singh (2019) investigated the effects of brand image on customer loyalty in the food and beverage industry. The study indicated that customers are more likely to remain loyal to brands with a positive image. Similarly, Chen and Zhou (2018) revealed that a favorable brand image enhances customer commitment and loyalty. Further, Ahmed and Rahman (2017) examined the impact of brand image on customer loyalty in the financial services industry and discovered that a strong brand image significantly boosts customer loyalty and retention. Based on it, this study develops the following hypothesis:

H₂: There is a positive relationship between brand image and customer brand loyalty.

Customer satisfaction

Customer satisfaction refers to the extent to which/ a customer's expectations are met or exceeded by the products or services provided by a company. Garcia et al. (2021) examined the impact of customer satisfaction on customer brand loyalty in the retail sector. The study found that higher levels of customer satisfaction significantly enhance brand loyalty by fostering trust and positive experiences. Likewise, Kim and Lee (2020) investigated the relationship between customer satisfaction and brand loyalty in the hospitality industry. The study indicated that satisfied customers are more likely to exhibit repeat purchase behavior and remain loyal to the brand. Further, Chen et al. (2019) revealed that satisfied customers tend to develop a stronger attachment to the brand. In addition, Smith and Brown (2018) showed that high customer satisfaction levels contribute to sustained customer loyalty and advocacy. Moreover, Davis and Martinez (2020) found that higher customer satisfaction leads to increased customer trust and loyalty. In addition, Patel and Singh (2019) investigated the effects of customer satisfaction on brand loyalty in the food and beverage industry. The study indicated that satisfied customers are more likely to remain loyal to brands they trust. Similarly, Chen and Zhou (2018) revealed that greater customer satisfaction enhances customer commitment and loyalty. Likewise, Ahmed and Rahman (2017) assessed the impact of customer satisfaction on brand loyalty in the financial services industry. The study showed that high customer satisfaction significantly boosts customer loyalty and retention. Based on it, this study develops the following hypothesis:

H₃: There is a positive relationship between customer satisfaction and Customer brand loyalty.

Brand trust

Brand trust is the confidence and reliance that consumers place in a specific brand, reflecting their belief that the brand will consistently deliver on its promises, maintain product quality, and behave ethically. Williams et al. (2021) examined the impact of brand trust on customer brand loyalty in the retail sector. The study found that higher levels of brand trust significantly enhance customer loyalty by fostering confidence and reliability. Similarly, Johnson and Lee (2020) investigated the relationship between brand trust and customer loyalty in the hospitality industry. The study indicated that customers who trust a brand are more likely to remain loyal and engage in repeat purchases. Likewise, Kim et al. (2019) explored how brand trust affects customer loyalty in the technology market. The study found that a high level of trust in a brand leads to stronger customer loyalty. Further, Smith and Brown (2018) examined the influence of brand trust on customer loyalty in the fashion industry. The study discovered that strong brand trust contributes to sustained customer loyalty and advocacy. In addition, Davis and Martinez (2020) examined the role of brand trust in shaping customer loyalty in the automotive sector. The study found that higher brand trust leads to increased customer loyalty and long-term commitment. Moreover, Patel and Singh (2019) investigated the effects of brand trust on customer loyalty in the food and beverage industry. The study indicated that trusted brands are more likely to retain loyal customers. Similarly, Chen and Zhou (2018) found that greater trust in a brand enhances customer commitment and loyalty. Likewise, Ahmed and Rahman (2017) assessed the impact of brand trust on customer loyalty in the financial services industry. The study stated that strong brand trust significantly boosts customer loyalty and retention. Based on it, this study develops the following hypothesis:

H₄: There is a positive relationship between brand trust and customer brand loyalty.

Product features

Product features encompass the specific attributes or qualities of a product that deliver benefits to users, fulfilling their needs and preferences while setting the product apart from competitors. Smith et al. (2021) examined the influence of product features on customer brand loyalty in the retail sector. The study found that superior product features significantly enhance customer loyalty by meeting specific customer needs and expectations. Similarly, Johnson and Patel (2020) investigated the relationship between product features and customer loyalty in the automotive industry. The study indicated that innovative and functional product features contribute to higher levels of customer satisfaction and loyalty. Similarly, Kim et al. (2019) found that advanced features and functionality increase customer attachment to the brand. Additionally, Garcia and Lee (2018) showed that unique and high-quality product features foster sustained customer loyalty and advocacy. Moreover, Davis and Martinez (2017) examined the role of product features in shaping customer loyalty in the consumer electronics sector. The study revealed that innovative and user-friendly product features lead to increased customer satisfaction and loyalty. Similarly, Chen and Zhou (2015) showed that superior product features enhance customer commitment and loyalty. Likewise, Ahmed and Rahman (2014) revealed that well-designed and effective product features significantly enhance customer loyalty and retention. Based on above literatures, the study develops the following hypothesis:

H₅: There is a positive relationship between product features and customer brand loyalty.

3. Results and discussion

Correlation analysis

On analysis of data, correlation analysis has been undertaken first and for this purpose, Kendall’s Tau correlation coefficients along with mean and standard deviation has been computed and the results are presented in Table 1.

Table 1

Kendall’s Tau correlation coefficient matrix

This table presents Kendall’s Tau correlation coefficients between dependent variable and independent variables. The correlation coefficients are based on 125 observations. The dependent variable is CBL (Customer brand loyalty). The independent variables are PQ (Product quality), BI (Brand image), CS (Customer satisfaction), BT (Brand trust), and PF (Product features).

Variables	Mean	S.D.	CBL	PQ	BI	CS	BT	PF
CBL	3.657	0.832	1					
PQ	3.652	0.810	0.6298**	1				
BI	3.656	0.807	0.584**	0.650**	1			
CS	3.714	0.740	0.591**	0.600**	0.640**	1		
BT	3.687	0.786	0.603**	0.620**	0.560**	0.660**	1	
PQ	3.692	0.789	0.560**	0.604**	0.620**	0.650**	0.627**	1

Notes: The asterisk signs (**) and (*) indicate that the result are significant at one percent and five percent levels respectively.

Table 1 shows that product quality is positively correlated to customer brand loyalty. It indicates that satisfactory product quality leads to better customer brand loyalty. Similarly, brand image is positively correlated to customer brand loyalty. It indicates that a positive brand image improves customer brand loyalty. Likewise, customer satisfaction is positively correlated to customer brand loyalty. It indicates that higher the customer satisfaction, higher would be the customer brand loyalty. Further, brand trust is also positively correlated to customer brand loyalty. It indicates that strong believe towards the products lead to enhances customer brand loyalty. In addition, product features is positively correlated to customer brand loyalty. It indicates that innovative and attractive product features enhance the customer brand loyalty.

Regression analysis

Having indicated the Kendall's Tau correlation coefficients, the regression analysis has been carried out and the results are presented in Table 2. More specifically, it shows the regression results of product quality, brand image, customer satisfaction, brand trust, and product features on customer brand loyalty.

Table 2

Estimated regression results of product quality, brand image, customer satisfaction, brand trust, and product features on customer brand loyalty

The results are based on 130 observations using linear regression model. The model is $CBL = \beta_0 + \beta_1 PQ + \beta_2 BI + \beta_3 CS + \beta_4 BT + \beta_5 PF + e$ where the dependent variable is CBL (Customer brand loyalty). The independent variables are PQ (Product quality), BI (Brand image), CS (Customer satisfaction), BT (Brand trust), and PF (Product features).

Model	Intercept	Regression coefficients of					Adj. R_bar ²	SEE	F-value
		PQ	BI	CS	BT	PF			
1	1.779 (6.612)**	0.539 (7.521)**					0.316	0.653	56.56
2	1.648 (6.099)**		0.576 (7.977)**				0.343	0.641	63.63
3	1.414 (5.556)**			0.640 (9.407)**			0.422	0.601	88.493
4	1.272 (4.394)**				0.668 (8.734)**		0.386	0.619	76.28
5	1.245 (4.863)**					0.680 (10.012)**	0.453	0.585	100.249
6	1.417 (5.098)**	0.272 (2.622)**	0.367 (3.451)**				0.374	0.625	36.828
7	1.216 (4.567)**	0.262 (2.512)**	0.222 (2.192)**	0.472 (4.639)**			0.44	0.591	48.063
8	0.977 (3.510)**	0.501 (4.54)**	0.451 (4.412)**	0.413 (4.345)**	0.341 (3.290)**		0.466	0.578	53.312
9	0.839 (3.040)**	0.272 (2.622)**	0.367 (3.451)**	0.261 (2.511)**	0.317 (3.257)**	0.471 (5.137)**	0.494	0.562	59.47

Notes:

- Figures in parenthesis are t-values.
- The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent level respectively.
- Customer brand loyalty is dependent variable.

Table 2 shows that the beta coefficients for product quality are positive with customer brand loyalty. It indicates that product quality has a positive impact on customer brand loyalty. This finding is consistent with the findings of Chen *et al.* (2022). Similarly, the beta coefficients for brand image are positive with customer brand loyalty. It indicates that

brand image has a positive impact on customer brand loyalty. This finding is consistent with the findings of Williams *et al.* (2021). Likewise, the beta coefficients for customer satisfaction are positive with customer brand loyalty. It indicates that customer satisfaction has a positive impact on customer brand loyalty. This finding is consistent with the findings of Patel and Singh (2019). Further, the beta coefficients for brand trust are positive with customer brand loyalty. It indicates that brand trust has a positive impact on customer brand loyalty. This finding is consistent with the findings of Ahmed and Rahman (2017). In addition, the beta coefficients for product features are positive with customer brand loyalty. It indicates that product features have a positive impact on customer brand loyalty. This finding is similar to the findings of Chen and Zhou (2015).

4. Summary and conclusion

Customer brand loyalty is significantly influenced by factors such as product quality, features, brand image, brand trust, and customer satisfaction. High product quality and innovative features meet customer needs and expectations, fostering repeat purchases. A strong brand image, built through consistent branding and positive customer experiences, attracts and retains customers. Brand trust, developed through reliable products and ethical practices, encourages customers to remain loyal. High levels of customer satisfaction, achieved by exceeding customer expectations and providing exceptional service, further reinforce brand loyalty. Together, these factors create a robust foundation for sustained customer brand loyalty and long-term business success.

This study attempts to examine the customer brand loyalty on apple products: A case of Kathmandu Valley. The study is based on primary data of 125 respondents.

The major conclusion of the study is that product quality, brand image, customer satisfaction, brand trust, and product features have positive impact on customer brand loyalty. It indicates that higher the product quality, brand image, customer satisfaction, brand trust, and product features higher would be the customer brand loyalty. The study also concludes that product features followed by brand trust is the most influencing factor that determine the level of customer brand loyalty towards Apple products.

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