
INFLUENCE OF BRANDING ON CUSTOMER LOYALTY IN SELECTED TABLE WATER MANUFACTURING COMPANIES IN BENIN CITY

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Abstract

This study investigates the influence of branding on customer loyalty in selected table water manufacturing companies in Benin City, Nigeria. The study examines the relationship between brand positioning, brand image, and brand name with customer loyalty. Data were collected from 368 respondents using a structured questionnaire. The findings reveal a significant positive relationship between brand positioning, brand image, and brand name with customer loyalty. Specifically, the study found that customers who perceive a brand to be effectively positioned, possess a positive brand image, and have a favorable perception of the brand name are more likely to exhibit higher levels of loyalty. The study concludes that effective branding strategies, encompassing strong brand positioning, a positive brand image, and a memorable brand name, are crucial for cultivating customer loyalty in the competitive table water industry. The findings provide valuable insights for table water manufacturers in Benin City to enhance their branding efforts, strengthen customer relationships, and achieve sustainable competitive advantage.

Keywords: Branding, Customer Loyalty, Brand Positioning, Brand Image, Brand Name.

Introduction

In an industry where each organization offers products and services similar in appearance and functionality, there is always the need to find a way to differentiate such products and services from each other as a means of attracting customers and convincing them to stay with the product or services. This process is called branding and it is used to attract and retain customers. The purpose of branding is to create an image of any organization and its products or services which convince the consumers that it is better than its competitors and that they should stay loyal to the organization and its products.

Effective branding shapes how individuals perceive a brand, enabling them to propagate and endorse new products while elevating the business's value. Every business possesses a brand inherently, even if the entity does not actively "brand itself." Branding goes beyond just a logo or a tagline; it is about fostering an emotional connection and a sense of reliability that customers can trust. It is a commitment to consistently delivering value and quality, fostering a loyal customer base that not only purchases products but also advocates for the brand, becoming its loyal ambassadors (Jones, 2021).

Customer loyalty stands as a strategic objective for organizations, necessitating adaptive measures, and the utilization of both physical and human resources to secure it. Winning the trust and loyalty of customers to the brand represents a vital yet challenging mission for enterprises, especially in the context of the cutthroat competitive environment they confront, as highlighted by Alqadri (2020).

Branding and customer loyalty are part of a continuum. As pointed out in Hedin (2009), the key focus of the branding process is the achievement of a significant level loyalty from the target consumers. This goal makes more sense when considered in the context of the maxim that; it costs five times more to acquire new customers than to manage and retain existing ones. Brand building is therefore considered as the most effective strategy for building consumer loyalty because of its ability to make it as easy for consumer to easily recognise a brand and provide an opportunity for customers to build the image of the brand (Ferreira and Coelho, 2015).

Statement of the Problem

Achieving a sustainable competitive advantage is a major objective in the business world. Companies are facing the problem of wider range of competitors who offer similar products to same customers (Kotler, 2005). In this increasable competitive market, companies are attempting to gain better position for themselves by focusing on branding.

Strong brands have the potential to generate long term and loyal customers, which would eventually lead to an increase in sales in the future (Hess, Story and Danes, 2011). Firms that do not fully engage in branding will not have enhanced competitive advantage and will also experience dwindling sales, they will also suffer from the consequences of not being innovative.

As a result of these challenges mentioned above, some studies on branding and customer loyalty have been developed to tackle these challenges but none talked about brand positioning, and brand name as key components of branding in their studies to address this challenges, this is the gap that this study seeks to fill.

Objectives of the Study

The main aim of this study is to explore the relationship between Branding and Customer Loyalty in selected table water manufacturing companies in Benin City.

Specifically, this study intends to:

- Ascertain the relationship between Brand Positioning and Customer Loyalty in selected table water manufacturing companies in Benin City.
- Examine the relationship between Brand Image and Customer Loyalty in selected table water manufacturing companies in Benin City.
- To investigate the relationship between Brand Name and Customer Loyalty in selected table water manufacturing companies in Benin City.

Research Questions

- What is the relationship between Brand Positioning and Customer Loyalty in selected table water manufacturing companies in Benin City?
- Does Brand Image have a relationship with Customer Loyalty in selected table water manufacturing companies in Benin City?
- How does Brand Name have a relationship with Customer Loyalty in selected table water manufacturing companies in Benin City?

Hypotheses of the Study

- **H₀:** Brand Positioning does not have significant relationship with Customer Loyalty in selected table water manufacturing companies in Benin City.
- **H₀:** There is no significant relationship between Brand Image and Customer Loyalty in selected table water manufacturing companies in Benin City.
- **H₀:** Brand Name has no significant relationship with Customer Loyalty in selected table water manufacturing companies in Benin City.

Literature Review

Conceptual Review

Branding

Branding can be explained as the creation of a unique and easily recognizable image or attribute in a bid to project an organization and its products/services as exceptional and distinct from rival organisations and their products/services (Kotler and Armstrong, 2016). In this era of intense competition between producers of goods and services, the best way to draw consumers' attention is to find a way to stand out from the rest. Each product or service has to be differentiated and presented in such way that it is not only easily recognizable but also attractive and desirable. Thus branding does more than just creating an identity for products and services, it also aids potential customers in making decision about products and services (Gielens and Steenkamp, 2019). Branding has emerged as a top management priority in the last decades due to the growing realization that brands are one of the most valuable intangible assets that firms have. The main aim of branding however is to ensure that a particular product or service remains the choice of customers once they make the first purchase (Kotler and Armstrong, 2016).

Brand Positioning

Brand positioning is the process of creating a distinct image and identity for a brand in the minds of its target audience. It involves developing a unique value proposition that differentiates the brand from its competitors. Effective brand positioning can facilitate customers' understanding of what a brand stands for, what it offers, and how it is different from other brands in the market.

To develop a strong brand positioning, identification of the target audience, understanding their needs, preferences, and behaviours are all important. This will help create a value proposition that resonates with the target customers and addresses their pain points. Brand positioning should be based on a deep understanding of the target audience's values, beliefs, and attitudes.

A tagline or slogan can also be an effective way to communicate brand positioning to the target audience. A well-crafted tagline can summarise the brand's unique value proposition in a catchy and memorable way. It can also help to reinforce brand positioning and differentiate a brand from its competitors.

To create a strong brand positioning, the need to identify what makes a brand unique and different from other brands in the market is important. This could be based on product features, customer service, brand personality, or other factors. After identification of the unique selling point, it needs to be communicated clearly and consistently across all marketing channels (Zorgle, 2023).

Brand Positioning Strategies

To create a strong brand positioning, there is need to have a clear understanding of the target audience and what they value. Here are some brand positioning strategies that can help in achieving customer loyalty:

1. Differentiation Strategy A differentiation strategy involves creating a unique product or service that stands out from the competition. This can be achieved by offering a unique feature, providing exceptional customer service, or using high-quality materials. By differentiating from the competition, there can be creation of a competitive advantage that can help in gaining market share and drive growth.

2. Cost Leadership Strategy A cost leadership strategy involves offering products or services at a lower cost than the competition. This can be achieved by streamlining operations, reducing overhead costs, or using lower-cost materials. By offering lower prices, one can attract price-sensitive customers and gain market share.

3. Focus Strategy A focus strategy involves targeting a specific niche market and tailoring products or services to meet their needs. By focusing on a specific market, one can create a strong brand image and develop a loyal customer base.

4. Brand Performance Strategy A brand performance strategy involves focusing on the quality and performance of products or services. By consistently delivering high-quality products or services, a strong reputation and customer base can be created.

In conclusion, choosing the right brand positioning strategy is essential to achieving customer loyalty. By understanding the target audience and what they value, a competitive advantage

can be created that can help in gaining market share, drive growth, and improve brand performance (Zorgle, 2023).

Brand Image

While brand identity is project by the brand owner, brand image is the impression it forms in the minds of the public. Jordan and Quest (2018) observed that, while a company may try its best to communicate the brand identity, consumers usually form their own opinions about the brand based on certain factors. Brand image is thus defined as the opinion or impression of the brand held by the customer. This opinion or impression emerges as a result of the perceptions formed by consumers about a brand in the process of decoding brand identity communications (Roy and Banerjee, 2014).

Nandan (2005) submitted that the information combined to form a brand image is received from many sources and it is the combination of all the sources and the interpretation given to them by the customers that combine to form a brand personality. This is also supported by

Rosengren, Standoft, and Sundbrandt (2010) who submitted that consumers gather information from various sources and use the information to create an image about the brand. Kuoksa (2017) further opined that the image formed about a brand does not always have to be about technicality or functionality; it may be as simple as how the brand makes the consumer feel.

Brand Name

The name of a brand is the fundamental indicator of the brand. The name of the brand is the basis for raising awareness of the brand and communication efforts. Often even more important is the fact that it can generate association which serves to describe the brand” (Aaker, 1991). The brand name is a very significant choice because sometimes it captures the central theme or key association of a product in a very condensed and reasonable fashion. Brand names can be an extremely successful means of communication (Keller, 2003). Some companies assign their product with a brand name that in reality has nothing to do with the emotional experience but are catchy and can easily be memorized. The core base of naming a brand is that it should be unique, easily discriminated from other names, easy to remember and is attractive to customers (Papanastassiu and Rouhani, 2006).

Brand name shows the source of the product. A brand aware consumer can differentiate the product from its competitor. If brand name is superior, customers can pay high prices for the product because they can be able to trust the brand name (Marjit, 2007).

Customer Loyalty

Customer loyalty is a crucial aspect of any successful business. It refers to the willingness of customers to repeatedly purchase products or services from a particular brand. Loyal customers are not only committed to a brand, but they also advocate for it by recommending it to friends and family. They are an essential asset to any business as they contribute significantly to customer retention.

Customer loyalty is not solely based on repeat purchases. It also includes the emotional connection that customers have with a brand. When customers feel a sense of belonging to a brand, they are more likely to remain loyal. This emotional connection is built through positive experiences and interactions with the brand.

Commitment is another critical aspect of customer loyalty. Customers who are committed to a brand are more likely to remain loyal even when faced with challenges or competitors. This commitment is built through consistent delivery of quality products or services, excellent customer service, and a strong brand positioning (Zorgle, 2023).

Brand Positioning and Customer Loyalty

Brand positioning is a crucial component of any marketing strategy. It refers to the way a brand is perceived in the minds of its target audience. Effective brand positioning can help create a unique identity for the brand and differentiate it from its competitors. This, in turn, can lead to increased brand loyalty and customer retention.

When a brand is positioned effectively, it can create a strong emotional connection with its customers. This emotional connection can lead to a sense of attachment and loyalty towards the brand. Customers who are emotionally attached to a brand are more likely to remain loyal to it and recommend it to others.

Brand positioning can also impact customer satisfaction. When a brand is positioned effectively, it can meet the needs and expectations of its target audience. This can lead to higher levels of customer satisfaction and loyalty.

Trust is another important factor that can be influenced by brand positioning. When a brand is positioned as reliable and trustworthy, customers are more likely to trust it. This can lead to increased loyalty and repeat business (Zorgle, 2023).

Brand Image and Customer Loyalty

According to Meenaghan (1995), brand loyalty depends on brand image. In turn, consumers' perceptions of the brand are influenced by the identity embedded in the brand. If the brand identity is not intrinsically valuable and the brand itself is misrepresented, the brand image will not be positive. However, according to Keller (2003), the brand image must be positive if the brand wants to be successful. If a brand has created a successful and complete identity and does not contradict it by its actions, a positive and unique image emerges in the minds of consumers. Such a brand will inspire trust and satisfaction, which can lead to customer loyalty.

Brand Name and Customer Loyalty

An entrenched brand name can assist consumers in comprehending the practical aspects of a product, fostering confidence during purchasing decisions, and building a sense of loyalty by consistently delivering groovy memoir to consumers.

Customers are less likely to invest in brands that are lesser known to them, while they purchase from the ones with more credibility, popularity, trustworthiness, and value. So lesser-known brands face strong competition in the market.

The choice of a brand name can significantly impact a company's market success. A strong and memorable brand name can help a company stand out in the market, build a strong brand identity, and foster customer loyalty. On the other hand, a poorly chosen brand name can confuse consumers, harm the company's image, and hinder its marketing efforts.

Customers often purchase products that they hear from trustworthy people. Selecting or changing to a better name can also work because famous brands attract more customers and by this way can generate customer's loyalty (Fay, 2022).

Theoretical Framework:

Branding Equity Theory:

According to brand equity theory by Aaker (1991) the value of a brand goes beyond its tangible elements like logo, products, or packaging. The perception, associations, and experiences of consumers contribute to the brand's value, which can be positive or negative. Factors such as product quality, advertising, customer support, and overall experiences influence these opinions.

Brand equity consists of three crucial components: brand awareness, brand loyalty, and brand image. Brand awareness represents the level of recognition a brand has among its target audience, while brand loyalty refers to the attachment customers have towards the brand. Brand image encompasses the overall perception and associations consumers have with the brand.

High brand equity leads to increased recognition, preference, and trust among consumers, resulting in improved sales, market share, and profitability. Establishing and maintaining brand equity requires the development of a strong brand identity, fostering positive associations, and delivering consistent experiences.

Branding activities such as advertising, public relations, and innovation play a vital role in enhancing brand equity. By building strong consumer associations and creating a distinctive brand identity, marketers can enhance brand equity and establish a sustainable competitive advantage.

This theory is pertinent to this study because it clearly shows how branding helps to build and maintain customer loyalty which is a key component of brand equity, it does this through advertising, public relations, and innovation.

Empirical Studies

The scholar Ahuja (2015) did a study on how branding affects consumer buying behaviour in the fashion industry. Understanding branding ideas, researching variables which influence behaviour of consumer, and examining influence of brands on consumer purchasing behaviour in connection to fashion items and accessories were the study's main goals. The researcher choose the following approach to investigate the connection between brand and customer behaviour, questionnaire-based research on the influence of brands on consumers' purchasing decisions and the sample size taken for the study was 100 respondents. The study's main findings are that brand awareness decreases with age, that price and brand are the two factors that customers value the most, and that 80% of individuals think that fashion brands have turned into status symbols.

Afzal and Khan (2015) did a study on the effects of online and traditional advertising on purchases of branded clothing. The objectives of this paper were to demonstrate the effects of traditional and online advertising on consumer purchasing habits for branded clothing. A questionnaire was employed as a quantitative data collection instrument to examine the direct and indirect relationships between the independent variables in online and traditional advertising and dependent variables in consumer buying behaviour using structural equation

modelling (SEM). To identify relevant elements that affect consumer buying behaviour, the indirect relationship between online and conventional advertising and consumer purchasing behaviour is examined using two mediators: advertising characteristics and customer attitude. Results showed that advertising's quality, design, and content, as well as consumers' brand loyalty and prior purchasing behaviour, are important factors that affect consumer purchasing decisions. These factors also effectively moderate the direct influence of conventional and online advertising on consumer purchasing decisions.

Ashraf, Altaf, and Khan (2017) did a study on the effects of consumer purchasing behaviour due to branding in the footwear industry of Punjab and Pakistan. The paper's goals were to study the relationship between consumer purchasing behaviour and some marketing factors, including advertising, brand image, brand association, and brand loyalty in the footwear industry. The paper's main goal was to comprehend the effects of impact of branding on consumer purchasing habits in the footwear sector. To examine the relationship between customer purchasing behaviour and other marketing characteristics, the primary data utilised for this study was evaluated using multiple regression and Pearson's correlation using SPSS. The primary data were gathered through a questionnaire for analysis purposes. 16 questions were posed to the 170 respondents that were chosen in order to assess the influence and relationship between the dependent and independent variables. This study used the Likert scaling method and random sampling. The outcome indicates that brand image is created by advertising, and this increases consumer preference and propensity to buy, similar to how brand loyalty, and brand association have a big influence on customer purchasing decisions.

The scholar Gokhan, Aydin, Kaya, and Demir (2016) did a study on the impact of brand image on buyer behaviour, using Louis Vuitton-Moet Hennessy as a case study. This paper's primary goal is to investigate and analyse the influence of brand image on customer behaviour. It also looks at how brand image influences behaviour from the standpoint of the consumer. The majority of the information and findings included in the literature were gathered from books, journals, papers, and online resources. The study's technique was quantitative. In order to provide an answer to the study topic, a questionnaire was created. Online data from 104 randomly selected participants were gathered for this study. The findings demonstrated the significance of premium brands in customer purchase decisions. The core conclusions of the study's findings, which are supported by both primary and secondary data, indicate that a product's brand image may make or break it in the eyes of consumers.

Mutua (2016), explore the effect of experiential marketing on brand perception with a focus on Coca Cola Kenya. The study found that the customers' feelings are the measurable standards of the intangible value of the brand. Customer's quality perceptions influence the pricing decisions of products in the company. It was determined that there is strong brand association as customers perceive brands to be of high quality. From the study, it was examined that Coca Cola Kenya conducts customer research to understand their brand and competitors. The study also found that Coca Cola Kenya has established competitive strategies to differentiate from competitors. Use of media is one of the strategies that have been used to increase the publicity of the company in experiential marketing. The study also found that the products endorsed by celebrities gain immediate credibility from consumers. Walker (2014) found that brand loyalty gives the company enough time to respond to competitive moves by competitors. The study confirms that interaction with consumers has shaped attitudes towards the brand. The study found that the company has loyal customers and spend less on marketing their products. Experiential marketing was found to be a guerrilla tactic to keep advertising costs low.

Gap in Knowledge

Based on the findings of the literature reviewed, it was observed that some studies on branding have been carried out, but none talked about brand positioning and brand name as some key components of branding in their studies. This therefore is the research gap that this study wants to fill.

Methodology

Research Design

The study employed survey research design to find out the relationship between Branding and Customer Loyalty in selected table water manufacturing companies in Benin City.

Population of the Study

The population of this study was made up of 4,553 customers of the three selected table water manufacturing companies in Benin City namely Cway Integrated Benin Limited 1,956 customers; Doxa Drinks Nigeria Limited 1,345 customers; and Martmaris Nigeria Enterprise Limited 1,252 customers.

Sample size and Sampling Techniques

The sample size was obtained using Taro Yamane's formula which is given as;

$$n = \frac{N}{1 + N(e)^2}$$

Where: n = Sample size, N = Total Population and e = sampling error (0.05) or 5%

Where N = 4,553

Substituting in the formula, we have

$$n = \frac{4,553}{1 + 4,553(0.05)^2}$$

$$n = \frac{4,553}{12.3825}$$
$$= 368$$

Hence, the sample size of the study is 368

Sources of Data

Primary source of data was explored in extracting useful information for this study. The primary source of data consisted of the questionnaire.

Methods of Data Collection

A structured questionnaire was developed and administered to the respondents. The instrument adopted a four-point Likert scale. Each item on the Likert scale was rated. The

scale was anchored as follows: 1 = strongly disagree, 2 = disagree, 3 = agree, and 4 = strongly agree. The questionnaire was designed according to the objectives of the research study.

Methods of Data Analysis

The study used both descriptive and inferential statistics for data analysis. Descriptive statistics, such as frequencies was used for data analysis. Inferential statistics such as Pearson Product Moment Correlation Coefficient was used in analyzing the relationship between the dependent and independent variables of the hypotheses at 5% level of significance.

Validity of Instrument

The research instrument was validated through content validity. Draft copies of the questionnaire together with the objectives of the study, research questions and hypothesis were submitted to the researcher's supervisor; the supervisor examined the items to determine if they were related to the objectives of the study. He offered useful suggestions and corrections after examining the instruments which were effected by the researcher.

Reliability of Instrument

The reliability test of the questionnaire was done using Cronbach's Alpha at 0.05 level of significance. Zikmund (2003) posits that a Cronbach alpha of 0.60 as a minimum is acceptable. All the alpha coefficients ranged between 0.875 and 0.946 as shown in the table below. Based on the coefficient values, the items tested were deemed reliable for this study. The result of the reliability test is shown in the table below:

Table 1: Cronbach Alpha

Variables	Number of Items	Reliability Cronbach Alpha	Comments
Brand Positioning	5	0.875	Accepted
Brand Image	5	0.905	Accepted
Brand Name	5	0.934	Accepted
Customer Loyalty	5	0.946	Accepted

Computation: SPSS ver.23

Data Presentation and Analysis

Administration of Research Instrument

A total number of 390 copies of the questionnaire were administered to respondents using three research assistants. 368 copies of the questionnaire that were fully and properly filled were retrieved.

Analysis of Questionnaire

Analysis of Responses in the Questionnaire.

Table 2: BRAND POSITIONING

S/N	BRAND POSITIONING PARAMETERS	SD	D	A	SA	N
		1	2	3	4	
1	The marketing effort of this brand effectively targets its audience	2	27	37	302	368
2	This brand builds strong relationships with customers	5	23	46	294	368
3	This brand quality meets customers' expectations	4	12	47	305	368
4	The values proposed by this brand are important in my purchase decision making.	4	28	60	276	368
5	The message of this brand resonates with the target audience	3	18	48	299	368

Source: Researcher's field survey, 2024

From the above table most of the respondents 302 strongly agreed the marketing effort of this brand effectively targets its audience, again most of the respondents 294 strongly agreed this brand builds strong relationships with customers, similarly, most of the respondents 305 strongly agreed this brand quality meets customers' expectations, most of the respondents 276 strongly agreed that the values proposed by this brand are important in their purchase decision making, finally most of the respondents 299 strongly agreed that the message of this brand resonates with the target audience.

Table 3: BRAND IMAGE

S/N	BRAND IMAGE PARAMETERS	SD	D	A	SA	N
		1	2	3	4	
1	This brand is trustworthy	0	27	36	305	368
2	This brand is innovative	4	23	46	295	368
3	This brand has good customer support	2	14	45	307	368
4	This brand is environmentally friendly	4	28	60	276	368
5	This brand is a well-established one	2	18	43	305	368

Source: Researcher's field survey, 2024

From the above table most of the respondents 305 strongly agreed that this brand is trustworthy, again most of the respondents 295 strongly agreed this brand is innovative, most of the respondents 307 strongly agreed that this brand has good customer support, again most of the respondents 276 strongly agreed that this brand is environmentally friendly, finally most of the respondents 305 strongly agreed that this brand is a well-established one.

Table 4: BRAND NAME PARAMETERS

S/N	BRAND NAME PARAMETERS	SD	D	A	SA	N
		1	2	3	4	
1	The name of this brand is unique	1	25	37	305	368
2	The name of this brand inspires brand advocacy	5	23	46	294	368
3	The name of this brand is attractive	3	14	46	305	368
4	This brand has a name that is easy to remember	5	21	62	280	368
5	The name of this brand is easy to pronounce	4	18	39	307	368

Source: Researcher's field survey, 2024

From the above table most of the respondents 305 strongly agreed that the name of this brand is unique, again most of the respondents 294 strongly agreed that the name of this brand inspires brand advocacy, most of the respondents 305 strongly agreed that the name of this brand is attractive, most of the respondents 280 strongly agreed that this brand has a name that is easy to remember and finally most of the respondents 307 strongly agreed that the name of this brand is easy to pronounce.

Table 5: CUSTOMER LOYALTY PARAMETERS

S/N	CUSTOMER LOYALTY PARAMETERS	SD	D	A	SA	N
		1	2	3	4	
1	I intend using this brand in the upcoming years.	2	21	16	329	368
2	I will continue to patronize this brand even if the price increases.	2	30	25	311	368
3	This brand is my first choice when I am buying beverage products	4	24	43	297	368
4	I consider myself to be faithful to this brand.	3	22	27	316	368
5	I will not switch to other brands if this brand is available.	3	25	30	310	368

Source: Researcher's field survey, 2024

Results and Discussion

Table 6: Summary of the Correlation Result of the Hypothesis.

	Brand_Positioning	Brand_Image	Brand_Name	Customer_Loyalty
Brand_Positioning Pearson Correlation	1	.842**	.742**	.207**
Sig. (2-tailed)		.000	.000	.000
N	368	368	368	368
Brand_Image Pearson Correlation	.842**	1	.849**	.143**
Sig. (2-tailed)	.000		.000	.006
N	368	368	368	368
Brand_Name Pearson Correlation	.742**	.849**	1	.093
Sig. (2-tailed)	.000	.000		.074
N	368	368	368	368
Customer_Loyalty Pearson Correlation	.207**	.143**	.093	1
Sig. (2-tailed)	.000	.006	.074	
N	368	368	368	368

****.** Correlation is significant at the 0.01 level (2-tailed).

From the above table most of the respondents 329 strongly agreed that they intend using this brand in the upcoming years, most of the respondents 311 strongly agreed that they will continue to patronize this brand even if the price increases, most of the respondents 297 strongly agreed that this brand is their first choice when they are buying beverage products, most of the respondents 316 strongly agreed that they consider their self to be faithful to this brand, finally most of the respondents 310 strongly agreed that they will not switch to other brands if this brand is available.

Computation: SPSS ver.23

The above table indicates, that Brand Positioning and Customer Loyalty have a correlation coefficient of 0.207, and a p-value of 0.000, this indicates a weak relationship and it is statistically significant. Brand Image and Customer Loyalty have a correlation coefficient of 0.143 and a p-value of 0.006 this indicates a very weak relationship and it is statistically significant. Brand Name and Customer Loyalty have a correlation coefficient of 0.093 and a p-value of 0.074 this indicates a weak relationship and it is not statistically significant.

Discussion of Findings

Brand Positioning and Customer Loyalty

The findings above depicts that there was a significant relationship between Brand Positioning and Customer Loyalty. This finding is consistent with previous findings of Zorgle (2023) who postulated that branding has a significant relationship on Customer Loyalty.

Brand Image and Customer Loyalty

The findings above depicts that there was a significant relationship between Brand Image and Customer Loyalty. This finding is consistent with previous findings of Meenaghan (1995),

and Keller (1993), who postulated that branding has a significant relationship on Customer Loyalty.

Brand Name and Customer Loyalty

The findings above depicts that there was no significant relationship between Brand name and Customer Loyalty. This finding is inconsistent with Fay (2022) who postulated that Brand Name has a significant relationship on Customer Loyalty.

Conclusion

Brand Positioning and Customer Loyalty

The study concludes that Brand Positioning has a significant relationship on Customer Loyalty. This means that the organizations committed all necessary efforts and resources towards effective positioning of their brand and consequently it did have a significant relationship on customer loyalty. Effective brand positioning can help create a unique identity for the brand and differentiate it from its competitors. This, in turn, can lead to increased brand loyalty and customer retention.

Brand Image and Customer Loyalty

The study concludes that Brand Image has a significant relationship on Customer Loyalty. This also means that the organizations have successfully built their brand images in the minds of their customers and consequently it has had a significant relationship on customer loyalty. If a brand has created a successful and complete identity and does not contradict it by its actions, a positive and unique image emerges in the minds of consumers. Such a brand will inspire trust and satisfaction, which can lead to the brand loyalty.

Brand Name and Customer Loyalty

The study concludes that Brand Name has no significant relationship on Customer Loyalty. This therefore means that the organizations did not put all the necessary efforts and resources towards building successful brand names, and as a result their brand names did not have a significant relationship on customer loyalty. An entrenched brand name can assist consumers in comprehending the practical aspects of a product, fostering confidence during purchasing decisions, and building a sense of loyalty by consistently delivering groovy memoir to consumers.

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