

# THE INFLUENCE OF BRAND SATISFACTION, BRAND TRUST, BRAND PREFERENCE ON BRAND LOYALTY TO LAPTOP BRANDS

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## ABSTRACT

Brands have played a crucial role in determining the behavior of consumers. Thus, the present research's principal purpose was to empirical study on the influence of brand satisfaction, brand trust, brand preference on brand loyalty to the laptop brand context. We examined investigation data from 214 consumers who purchased the laptop product in Ho Chi Minh, Vietnam. PLS - Partial Least Squares was applied to test the measurement model and the structural model. The outcome of the research revealed that brand satisfaction had a positive influence on brand trust ( $\beta= 0.455$ ;  $p=0.000$ ), brand preference ( $\beta= 0.391$ ;  $p=0.000$ ), and brand loyalty ( $\beta= 0.228$ ;  $p=0.001$ ).

). The findings also confirmed that brand trust had a positive impact on brand preference ( $\beta= 0.423$ ;  $p=0.000$ ) and a positive effect on brand loyalty ( $\beta= 0.232$ ;  $p=0.002$ ). The results also reinforced that brand preference had a positive impact on brand loyalty ( $\beta= 0.403$ ;  $p=0.000$ ).

**Keywords**— brand satisfaction, brand trust, brand preference, brand loyalty, laptop brands, PLS

## INTRODUCTION

The subject of the brand is one of the essential marketing subjects nowadays. Brands have influenced customers' minds through the products and services. In the complicated and shifting world of business, if we were not capable of building the brand and shape it in customers' minds, as well as have differences with other's brands would be nothing but tremendous expenses, and there was no assurance for the return of capital. In other words, a reliable and trustworthy brand could be lead to satisfied customers, increase the loyalty customer to brands and more customers, which will finally lead to leading the final purposes of businesses, i.e., achieving the highest profitability [1]. Other scholars also stated that brands significantly had played an essential role in the behavior of customers [2]. Besides, the rising of brand-customer consciousness has made customers choose to purchase their familiar and favorable. Thus, if companies would like to win their rivals, they have to make customers want to buy their products and brands [3]. Also, brand loyalty has been crucial to many companies as it increased their profit as well as market share. Other authors revealed that brand loyalty had played an essential role in the companies as loyal consumers tended to spend more on the brand. They were not only buying the chosen product, but also different products within a similar brand [4]. Therefore, brand loyalty has been marketers applied as an effective strategic weapon to take a sustainable competitive advantage. Besides, a vast number of loyal customers have been a competitive asset for a brand and recognized as a significant determinant of its equity [5][6].

Researchers revealed that the crucial role of brand satisfaction toward brand trust [7][8], brand preference [9][10], brand loyalty [6][11]. Other scholars also disclosed that brand trust was a significant antecedent of brand

preference [10][12]. Some prior empirical studies also confirmed that brand trust was the critical precursor of brand loyalty [13][14]. Furthermore, some previous research verified that brand preference was the predictor of brand loyalty [15][10][16]. However, up to now, having some investigations relating to the influence of brand satisfaction, brand trust, brand preference on brand loyalty, especially these impacts in laptop brands. Thus, the current research is to investigate the influence of brand satisfaction, brand trust, brand preference on brand loyalty to laptop brands.

## LITERATURE REVIEW AND RESEARCH HYPOTHESES BRAND SATISFACTION

Brand satisfaction has been one of the branding notions that has been widely researched in the marketing literature [17][18][19]. Satisfaction happens when the performance of a brand meets the expectations of customers [19]. Brand satisfaction was defined as an outcome of the customers' evaluation in which customers seem satisfied with their chosen brand, and the brand meets their expectations. Brand satisfaction could be classified into two, i.e., transaction-specific satisfaction and accumulative satisfaction [17][20]. Other scholars defined brand satisfaction as a review of the direct utilization experience, based on the difference between previous expectation and the real performance perceived after utilization [21]. Brand satisfaction also was represented as the cumulative satisfaction as the overall client's evaluation based on the client's total buying and experience with a brand of product/service [22].

Trust in the bought brand could be seen as leverage of the satisfied clients, which in return may increase the clients' repurchase behavior. Consequently, the higher the level of

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positive brand satisfaction the client recognized, the higher they led to trust the brand [13][10]. Some prior studies said that brand satisfaction was a predictor of brand trust [18][23]. Previous empirical researches confirmed that brand satisfaction had a significant positive impact on brand trust [13][18][23].

Clients took the brand from among the different brands by comparing the degree of brands satisfied clients [23][24]. If clients were pleased with the brand, they tended that brand preference over other brands. Moreover, brand satisfaction was a necessary antecedent of brand preference [10][9]. Earlier empirical studies revealed that brand satisfaction had a significant influence on brand preference [10][9].

Besides, brand satisfaction was a precursor of brand loyalty [25][26]. Some empirical investigations disclosed that brand satisfaction had a significant influence on brand loyalty [18][25].

Thus, we proposed the following hypotheses:

H1: Brand satisfaction has a significant positive impact on brand trust.

H2: Brand satisfaction has a significant positive effect on brand preference.

H3: Brand satisfaction has a significant positive effect on brand loyalty.

### BRAND TRUST

In the branding literature, the notion of brand trust was based on the view of a brand-customer relationship. Brand trust was regarded as a replacement for the connection between the business and its customers [27]. Trust could be described as a customer's belief that one can depend on the firms to give promised products/services [13]. Trust could be formed if the product has suited the expectations and needs of customers. Customers who felt satisfied and believed the product would not be easy to move or replace the product with another brand [28]. Trust of the brand also was characters conducting customers in decision making to product buying. Brand trust was exhibited as the readiness of clients to believe in the brand at the risks because of understanding the brand would offer positive results [29][14].

Some researchers said that brand trust was an antecedent of brand preference [10][12]. The previous empirical study disclosed that brand trust had a positive impact on brand preference [12].

Other scholars stated that brand trust was an essential predictor of brand loyalty [14][8]. It also proclaimed in the branding literature that when clients increased trust in the particular brand, repurchasing was possible to happen, pointing to brand preference [28][10]. Some recent empirical researches revealed that brand trust had a positive impact on brand loyalty [14][11].

Therefore, we suggested the subsequent hypotheses:

H4: Brand trust has a significant positive influence on brand preference.

H5: Brand trust has a significant positive influence on brand loyalty.

### BRAND PREFERENCE

Brand awareness has influenced the client's product evaluation and selection. On the other hand, brand preference has performed an essential task in client choice of products if

clients have preferred a specific brand and buy the product/service when presented to other products of the same type; this has been described as a brand preference [30][31]. Much of the literature on brand preference has concentrated on precursors of brand preference [16][9]. However, some researchers have focused on the consequence of brand preference [10][15]. Besides, some scholars said that brand preference had a crucial antecedent of brand loyalty [15][10]. Prior studies confirmed that brand preference had a positive on brand loyalty [16][10][15].

Hence, we recommended the following hypothesis:

H6: Brand preference has a significant positive influence on brand loyalty.

### BRAND LOYALTY

Brand loyalty was defined as a purchaser's preference to purchase the particular brand name in the product kind; it was the outcome of the brand perceived quality and not its price [32]. Brand loyalty was affirmed that brand loyalty exists when a customer is ready to spend a high cost for a particular brand within the same product group and recommends that brand to the people around them. Brand loyalty was also represented as a deeply held commitment to rebuy or patronize a preferred product/service consistently in the future, therefore creating repeated brand buying [33][34]. The central role of marketing strategies was the enhancement and maintaining of brand loyalty, particularly in shops with stiff competition, tremendous unpredictability, and a decrease in product differentiation. Investing in the current research showed that brand loyalty oriented to certain marketing advantages such as decreased marketing expenses, more new customers, and higher notable trade purchases [23]. In supplement to that, brand loyalty was a prerequisite for a company's competitiveness and profitability [35]. For this reason, every company has required high brand loyalty connected with its brands [36].

Based on the objective of the present research, literature review, and hypotheses development, Figure 1 shown the proposed research model:

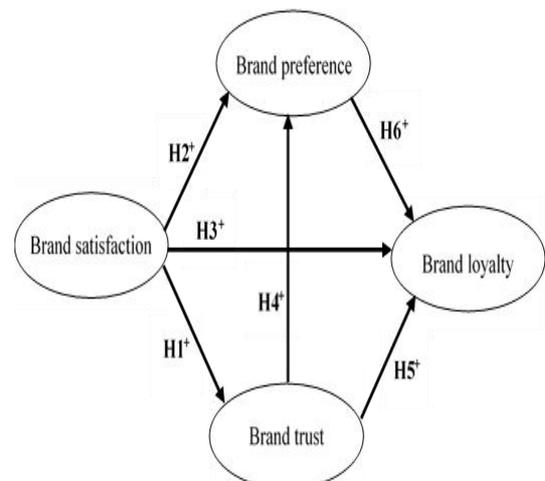


Fig. 1. The proposed research model  
RESEARCH METHODOLOGY  
MEASURES

The measurement items of the constructs from prior

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researches were reviewed and modified to suit the research circumstances. A five-point Likert scale, arranging from "1 = completely disagree" to "5 = completely agree" was applied.

In this current study, we revised four variables of brand satisfaction from Chinomona et al. (2013) [10], Oliver (1980) [37]. We also modified four items of the brand trust from So et al. (2013) [38], Cuong (2020) [11]; four variables of brand preference from Chinomona et al. (2013) [10]; and four items of brand loyalty from Sung & Kim (2010) [39].

### SAMPLE AND DATA COLLECTION

The survey data was an examination of consumers who purchased the laptop product in Ho Chi Minh, Vietnam. This research sample was conducted based on convenience sampling with different groups of consumers about gender and age in Ho Chi Minh City, Vietnam. We gave the sum of 300 questionnaires, and there were 86 responses dropped as there was no adequate information or answered the same questions. Therefore, there were 214 responses received for the final analysis. The sample was 63 male consumers (29.4%) and 151 female consumers (70.6%). Consumers whose ages from 18 to 25 made up 52.8%; from 26 to 35, made up 33.6%; from 36 to 45, made up 13.6%.

### ANALYTICAL APPROACH

We practiced the partial least squared structural equation modeling (PLS-SEM) with SmartPLS software to analyze the proposed research model. Testing the proposed research model and hypotheses were conducted through two steps: (1) Assessment of the measurement model and (2) Assessment of the structural model (PLS-SEM) [39][40].

### RESULTS AND DISCUSSION

#### RESULTS

#### (ASSESSMENT OF THE MEASUREMENT MODEL: CONSTRUCT RELIABILITY AND VALIDITY)

Table 1 manifested the measurement scale of the construct's analysis results.

We implemented Cronbach's alpha and composite reliability (CR) for assessing the reliability of the examination. Cronbach's alpha values of the constructs should be higher than 0.70, and the CR values were higher than 0.70, indicating sufficient internal consistency of the constructs [40] [41]. Table 1 explained that Cronbach's alpha values of the independent variables were above 0.70. Thus, these constructs achieved internal consistency reliability.

We employed the factor loading of all items values and the average variance extracted (AVE) to assess convergent validity. The factor loading and AVE should be higher than 0.50 [41][42]. In this present research, the factor loading of all items and the AVE values were above 0.50. Therefore, the convergent validity of the constructs was fit.

**Table 1.** Measurement items of the construct's analysis results

Construct	Indicators	Factor loading	Cronbach's alpha	CR	AVE
Brand satisfaction	BSAT1	0.820	0.808	0.874	0.636
	BSAT2	0.850			
	BSAT3	0.743			

(BSAT)	BSAT4	0.772			
Brand trust (BTRU)	BTRU1	0.797	0.801	0.870	0.625
	BTRU2	0.803			
	BTRU3	0.772			
	BTRU4	0.790			
Brand preference (BPRE)	BPRE1	0.757	0.855	0.897	0.686
	BPRE2	0.861			
	BPRE3	0.868			
	BPRE4	0.824			
Brand loyalty (BLOY)	BLOY1	0.846	0.867	0.908	0.712
	BLOY2	0.841			
	BLOY3	0.821			
	BLOY4	0.867			

**Source:** Data processing result

Besides, we assessed discriminant validity through the Fornell-Lacker criterion [44]. It related the square root of the AVE values with the latent variable. Precisely, the square root of the AVE should be higher than its highest correlation with any other construct [40]. Table 2 showed that the square root of AVE of reflective construct brand satisfaction, brand trust, brand preference, and brand loyalty was higher than the corresponding latent variables correlation. Consequently, the discriminant validity of these constructs was good.

**Table 2.** Discriminant validity result

Construct	Brand loyalty (BLOY)	Brand preference (BPRE)	Brand satisfaction (BSAT)	Brand trust (BTRU)
Brand loyalty (BLOY)	<b>0.844</b>			
Brand preference (BPRE)	0.676	<b>0.828</b>		
Brand satisfaction (BSAT)	0.569	0.583	<b>0.797</b>	
Brand trust (BTRU)	0.578	0.600	0.455	<b>0.791</b>

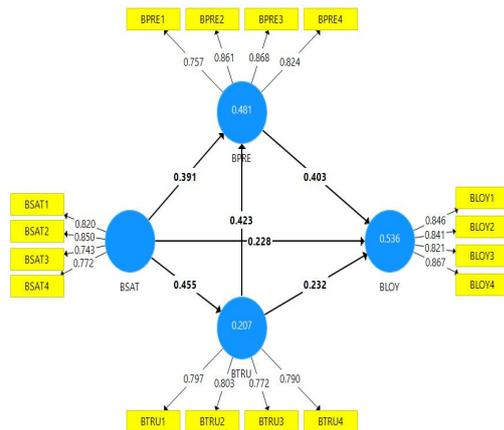
**Source:** Data processing result

#### ASSESSMENT OF THE STRUCTURAL MODEL EVALUATION OF THE MODEL FIT

Figure 2 and Table 3 exhibited the outcomes of the structural model.

The results in Figure 2 and Table 3 explained that the Chi-square = 316.954 was significant at 0.05 level ( $p=0.00$ ). SRMR (standardized root mean square residual) was a measure of the approximate model fit of the proposed research model. By convention, a model had a good model fit when SRMR was less than 0.08 [45]. The summary results in Table 3 showed that the model had SRMR indices =  $0.069 < 0.08$ . Therefore, the proposed research model was matched well for investigation data. Besides, testing of a multicollinearity issue disclosed that all VIF values were below the threshold of 5. Hence, there were no multicollinearity issues in the structural model [40].

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**Fig. 2.** The structural model (PLS-SEM)

Source: Data processing result

**Table 3.** Model fit result

	Saturated model
SRMR	0.069
d ULS	0.639
d G1	0.293
d G2	0.247
Chi-square	316.954
NFI	0.824

Source: Data processing result

### HYPOTHESES TESTING

Table 4 demonstrated hypotheses testing findings. Bootstrapping results (with 5000 resamplings) for the connection between the constructs in the proposed research model affirmed that the t-value of the H1, H2, H3, H4, H5, H6 were higher than 1.96, and these hypotheses were significant at a 5% level. Accordingly, these hypotheses were approved.

**Table 4.** Hypotheses testing results

Path	Hypotheses	Path coefficients	t-value	p-value	Finding
BSAT → BTRU	H1	0.455	6.126	0.000	Approved
BSAT → BPRE	H2	0.391	5.699	0.000	Approved
BSAT → BLOY	H3	0.228	3.313	0.001	Approved
BTRU → BPRE	H4	0.423	6.962	0.000	Approved
BTRU → BLOY	H5	0.232	3.095	0.002	Approved
BPRE → BLOY	H6	0.403	4.036	0.000	Approved

Source: Data processing result

### (2.3) R<sup>2</sup> (explained variance), f<sup>2</sup> (effect size) and Q<sup>2</sup> (predictive relevance)

To the structural model, the fundamental evaluation metrics were R<sup>2</sup> (explained variance), f<sup>2</sup> (effect size), and Q<sup>2</sup> (predictive relevance) [40]. The R<sup>2</sup> was the overall effect size

measure for the structural model [45]. The R<sup>2</sup> value of 0.19, 0.33, and 0.67 could be exhibited as weak, moderate, and substantial [46]. The (f<sup>2</sup>) effect size enabled evaluating the independent variable contribution to the dependent variable. The f<sup>2</sup> value 0.02 was small, 0.15 was medium, and 0.35 was high [47]. The Q<sup>2</sup> value estimated the structural model's predictive relevance for each endogenous construct. The Q<sup>2</sup> value should be over zero [40].

In this present analysis, the R<sup>2</sup> value for the overall model here was 0.536 (see Figure 2 and Table 5) less than 0.67, regarded as a reasonably substantial influence; we remarked that BPRE had a moderate impact (0.403), followed by BTRU (0.232) and BSAT (0.228). Furthermore, BSAT and BTRU explained 48.1% of the variance on BPRE; we also revealed that BTRU had a moderate impact (0.423) and followed by BSAT (0.391). Additionally, BSAT explained 20.7% of the variance on BTRU; and it was a medium effect (0.455).

**Table 5.** R<sup>2</sup> (explained variance), f<sup>2</sup> (effect size) and Q<sup>2</sup> (predictive relevance)

Relationship	f <sup>2</sup>	Construct	R <sup>2</sup>	Q <sup>2</sup>
BSAT → BTRU	0.261	Brand trust	0.207	0.116
BSAT → BPRE	0.233			
BSAT → BLOY	0.072	Brand preference	0.481	0.309
BTRU → BPRE	0.273			
BPRE → BLOY	0.073	Brand loyalty	0.536	0.354
BPRE → BLOY	0.182			

Source: Data processing result

Table 6 disclosed the f<sup>2</sup> effect sizes. The medium f<sup>2</sup> effect size happened for the connection of BTRU → BPRE (0.276), BSAT → BTRU (0.261), BSAT → BPRE (0.233), and BPRE → BLOY (0.182). The small f<sup>2</sup> effect size occurred for the relationship of BPRE → BLOY (0.073) and BSAT → BLOY (0.072).

Table 5 also explained that the Q<sup>2</sup> values of three endogenous constructs were over zero. Precisely, the brand trust had Q<sup>2</sup> values (0.116), brand preference had Q<sup>2</sup> values (0.309), and brand loyalty had Q<sup>2</sup> values (0.354). These results confirmed the model's predictive suited for the endogenous latent variables.

### DISCUSSION

This study's significance was to measured and examined the influence of brand satisfaction, brand trust, brand preference on brand loyalty in another circumstance compared with prior studies. Most of the recent researches focuses on these influences for the various industries, and this present research explained these impacts in the laptop brands market.

The current research outcomes notified that the six hypotheses in the study model were approved.

The research results demonstrated that brand satisfaction had a positive influence on brand trust. Brand satisfaction was an antecedent of brand trust. The impact of brand

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satisfaction on brand trust was high-moderate ( $\beta = 0.455$ ). The  $f^2$  impact extent of the connection of brand satisfaction and brand trust was medium (0.261). The previous empirical researches affirmed the results of this research [13][18][23]. The study findings exhibited that brand satisfaction had a significant positive effect on brand preference. Brand satisfaction was a forerunner of brand preference, and the impact of brand satisfaction on brand preference was medium ( $\beta = 0.391$ ). The  $f^2$  effect extent of the connection of brand satisfaction and brand preference was moderate (0.233). The earlier empirical researches verified the outcomes of this research [10][9]. Besides, the findings also pointed out that brand satisfaction had a significant positive effect on brand loyalty. Brand satisfaction was a predictor of brand loyalty, its' impact on brand loyalty was weak-average, and the  $f^2$  effect size of the link of the brand identification and brand loyalty was average (0.155). The previous empirical investigations confirmed the outcomes of this study [14][11].

The findings also revealed that brand trust had a positive influence on brand preference. Brand trust was a predecessor of brand preference, the impact of brand trust on brand preference was average ( $\beta = 0.423$ ), and the  $f^2$  impact extent of the connection of brand trust and brand preference was medium (0.273). Another previous empirical study confirmed the results of this investigation [12]. These research outcomes also displayed that brand trust had a significant positive influence on brand loyalty. Brand trust was an antecedent of brand loyalty; its' impact on brand loyalty was weak-moderate ( $\beta = 0.228$ ), nonetheless the  $f^2$  influence size of the connection of brand trust and brand loyalty was small (0.073). The recent empirical researches affirmed the outcomes of this study [14][11].

The study results also explained that brand preference had a positive effect on brand loyalty. Brand preference was a precursor of brand loyalty, and the influence of brand preference on brand loyalty was medium ( $\beta = 0.403$ ). The  $f^2$  impact extent of the relation of brand preference and brand loyalty was average (0.182). The previous empirical researches reinforced the results of this research [16][10][15].

### MANAGERIAL IMPLICATIONS AND LIMITATIONS MANAGERIAL IMPLICATIONS

In line with the earlier investigations, this present study unveiled that brand satisfaction, brand trust, brand preference has influenced on brand loyalty. Therefore, managers should focus on strategies that enhance the purchaser's awareness of brand satisfaction, brand trust, brand preference to increase brand loyalty.

The study results explained that brand satisfaction was an antecedent of brand trust, brand preference, and brand loyalty. The research will help laptop product managers to acknowledge the importance of brand satisfaction on brand trust, brand preference, and brand loyalty. Likewise, the findings also showed that the laptop is no longer a luxury product but is considered as a commodity used by students, staff, etc. Therefore, managers should create a friendly atmosphere between their laptop brands and purchasers. In general, brand satisfaction formed in various methods (e.g., customers are easily exposed to laptop products, improve service quality, perceived value, store atmosphere, etc.). When consumers pleased with the laptop brand they bought,

they have trended positive for brand trust, brand preference, and brand loyalty.

Furthermore, the findings also revealed that brand trust was a forerunner of brand preference and brand loyalty. The results also showed that the vital position of brand trust in brand preference and brand loyalty. Consequently, in the view of managers should perform what promises to customers (e.g., the quality of the product, product warranty period, customer support services, etc.), and these will create brand preference and brand loyalty.

The outcomes also pointed out that brand preference was a significant predecessor of brand loyalty. The findings also confirmed that the vital role of brand preference in brand loyalty. Therefore, managers should improve clients' perception level of brand preference through increasing brand satisfaction and brand trust, which directs to more heightened brand loyalty.

### LIMITATIONS

Although this present study performs significant contributions to literature and practice, this research has some limitations. First, the sample size of this current research is relatively little. The research and findings can be improved by intensifying the sample size. Second, this study only measures the influence of brand satisfaction, brand trust, brand preference on brand loyalty; thus, future researches should focus on other impact factors such as brand image, brand attitude, etc. Third, this study is concentrated on laptop brands so that this research can be practiced with other products or services related.

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