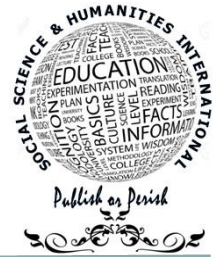


Social Science & Humanities International

(An International Multidisciplinary Journal)

[Homepage](#) 



An Empirical Study on the Factors Affecting Brand Loyalty of Mobile Phone Users

Manmohan Chaudhry

Fairfield Institute of Management and Technology, New Delhi, India.

ABSTRACT

Brand loyalty is an essential component of long-term sustainability and competitive advantage. The purpose of this study was to establish the main elements and their contribution to brand loyalty, the study demonstrates an essential and positive relationship between brand loyalty and the variables involved, including brand image, consumer satisfaction, and advertising. A sample size of 167 mobile phone users in particular was taken and the questionnaire was distributed and analysed by SPSS. The study showed that all the variables i.e., brand image, consumer satisfaction and advertising had a positive relationship with brand loyalty.