



Determinants of brand loyalty: Evidence from sachet water brands in Bauchi metropolis, Bauchi state, Nigeria

Aisha A G Umar

Department of Business Administration and Management, Abubakar Tatari Ali Polytechnic, Bauchi, Bauchi State, Nigeria

Abstract

Over the years, branding has been receiving a great deal of attention from businesses, marketing and management practitioners across the globe because of globalization and business dynamics. This study examined the determinants of brand loyalty on selected sachet water brands in Bauchi metropolis, Nigeria. The specific objectives of this study was to determine the effect of brand satisfaction, brand trust and perceived value on brand loyalty in selected sachet water brands in Bauchi metropolis, Nigeria. Descriptive survey design was use in this study. The likert five point interval rating scale structured questionnaire was used as the primary source of data collection. Convenience sampling technique was use to select respondents from ten (10) sachet water brands in Bauchi metropolis. A total of 360 questionnaire was distributed to respondents for analysis. Data collected was analyzed with the aid of statistical package for social sciences (SPSS) and partial least square structural equation model (PLS-SEM) was use to test hypotheses formulated in this study. Findings from this study revealed that brand satisfaction, brand trust and perceived value have positive significant effect on brand loyalty among the selected sachet water brands in Bauchi metropolis, Nigeria. This study recommended that sachets water brands should formulate and implement customer-triggered strategies directed at improving brand loyalty.

Keywords: Brand, loyalty, sachet water, satisfaction, trust, perceived value

Introduction

A brand in today's dynamic and competitive business environment is one of the key elements for organizations' competitive advantage. According to America Marketing Association-AMA (2017), a brand in greater part, is more than a name, symbol, logo, slogan or design. It is the personification of the product and/or service and the element of differentiation among business organizations. A brand is the most valuable asset for any business organization and has been widely recognized as an essential reason for customers' choices (Anetoh, 2017) ^[6].

The globalization of the business environment has led to intense competition with an increase in the availability of substitute products and services hence the need for businesses to maintain a long lasting relationship with their customers that will transcends to loyalty (Chinomona, 2016) ^[10]. According to (Anetoh, 2017) ^[6], brand loyalty is when consumer's preference for a particular product or service is consistent irrespective of competitors' strategies. Adogo, Ogwuche, & Onah, (2024) ^[2] are of the view that an organization with loyal customers have competitive advantage over its competitors in terms of market share and higher rates of return on investments.

Water is an essential part of human life. The need for portable and safe drinking water in recent years in Nigeria as an alternative for government epileptic pipe-borne water supply has lead to the emergence and booming of sachet water business (Baraya, Sani, & Joshua, 2020) ^[7]. The use of sachet water for drinking and other domestic purposes have become widespread across urban and rural areas since it has become an alternative that is readily available and affordable for consumers (Adefemi & Azeez, 2019) ^[1]. Hence, sachet water brands are now more than ever employing strategies that would attract and retain customers that will purchase their product again and again regardless

of competitors marketing strategies. There are many literature on the determinates of brand loyalty in the bottled water brands and other products in Nigeria and around the world (James & Nwafor, 2018 ^[18]; Anetoh, 2017 ^[6]; Akabogu, 2014 ^[5]; Ogbuji, Anyawu, & Onah, 2011 ^[22]; Pan & Sheng, 2012 ^[23]; Laila, Zahra, & Amina, 2014) ^[20], however, only a few are focused on sachet water brands (Adefemi & Azeez, 2019 ^[1]; Baraya, Sani, & Joshua, 2020 ^[7]; Adogo, Ogwuche, & Onah, 2024 ^[2]; Usman, Zubairu, Dauda, Ibrahim, & Bilkisu, 2020; Marie & Beidari, 2020) ^[21]. It is against this backdrop that this study extends existing literature on the determinants of brand loyalty in sachet water brands particularly in Bauchi metropolis, Nigeria.

1. Statement of problem

Brand loyalty is an important factor in which an organization can have competitive advantage over its competitors (Pan & Sheng, 2012) ^[23]. Overall organizational performance depends largely on customer patronage which mostly results in repurchase and more sales (James & Nwafor, 2018) ^[18]. However, most organizations emphasis is more on how to double their profit and ignore the key element of that process which is the consumers. If consumers do not trust or are not satisfied with an organization product/services they will opt for competitor's products (Das, 2016) ^[12]. Also despite the emphasis on brand loyalty as a tool for competitive advantage as stated by existing literatures (Akabogu, 2014 ^[5]; Adefemi & Azeez, 2019 ^[1]; Chinomona, 2016) ^[10], there are few studies that focuses on brand loyalty in Nigeria especially the sachet water brands. Therefore, this study will fill in this gap and evaluate some determinants of brand loyalty in sachet water brands in Bauchi metropolis, Nigeria.

2. Objectives of the study

The main objective of this study is to evaluate the determinants of brand loyalty in sachet water brands in Bauchi metropolis, Nigeria. To attain this objective, this study specifically sought:

1. To examine the effect of brand satisfaction on brand loyalty in sachet water brands in Bauchi metropolis, Nigeria.
2. To determine the effect of brand trust on brand loyalty in sachet water brands in Bauchi metropolis, Nigeria.
3. To determine the extent to which perceived value affect brand loyalty in sachet water brands in Bauchi metropolis, Nigeria.

3. Research question

To what extent does brand satisfaction affect brand loyalty in sachet water brands in Bauchi metropolis, Nigeria

To what extent does brand trust affect brand loyalty in sachet water brands in Bauchi metropolis, Nigeria

To what extent does perceived value affects brand loyalty in sachet water brands in Bauchi metropolis, Nigeria

4. Statement of hypotheses

Brand satisfaction has no significant effect on brand loyalty

Brand trust has no significant effect on brand loyalty

Perceived value has no significant effect on brand loyalty

5. Significance of the study

This study was primarily undertaken to evaluate the determinants of brand loyalty in sachet water brands in Bauchi metropolis, Nigeria and to proffer recommendations for improvement. Hence, practically the findings and recommendations from this study will be beneficial to all sachet water brands and other stakeholders in the business not just in Bauchi state but in Nigeria as a whole as they will be in better position to understand the effect of branding variables on brand loyalty and how to improve on their policies and business strategies. In addition, this study will theoretically add to the body of knowledge as future references for other researchers.

6. Scope of the study

This study focuses on the determinants of brand loyalty in sachet water brands in Bauchi metropolis, Nigeria. Brand satisfaction, brand trust, and perceived value are the independent variables use as proxies for brand loyalty (dependent variable) in this study. This study is limited to consumers of ten (10) sachet water brands (atap, halbam, hanzab, wikki, an-najeeb, quorama, atik, atil, fari'ah, fresh) in Bauchi metropolis, Nigeria. These brands were selected based on their popularity, and ease of accessibility.

Review of related literature

1. Conceptual review

1.1 Brand loyalty

Brand loyalty according to (Dam, 2020) ^[11] is the commitment of consumers to rebuy a preferred product or service consistently in the future, regardless of situational

influences or competitors marketing strategies. In the same view (Chinomano & Maziriri, 2017) ^[9] opined that brand loyalty is the strength of relationship between an individual's attitude and re-patronage. Wardani & Gustia (2016) ^[29] on their part sees the concept as the willingness of customers to purchase again from a firm because of having preference to a firm's product or services, or recommending a firm to co-consumers. Loyalty to a brand decreases cost for an organization as the cost of preserving an existing customer is far less than the cost of acquiring a new one (Sarfranz, Rashid, Majid, & Sajjad, 2018) ^[25]. A satisfied customer not only buy more but serve as a network that reach out to potential customers by sharing experience (Adogo, Ogwuche, & Onah, 2024) ^[2].

1.2 Brand satisfaction

The concept of brand satisfaction has been viewed over the years from different perspectives. According to (Dam, 2020) ^[11] Satisfaction is a positive response to buying a product or service due to the positive result obtained from the use of that product or service. Satisfaction happens when the performance of a brand meets the expectations of customers. Brand satisfaction is an outcome of the customers' evaluation in which customers seem satisfied with their chosen brand, and the brand meets their expectations (Saragih, Surya, Rahayu, Harianto, & Widodo, 2015) ^[24]. Song, Wang, & Han, (2019) ^[26] opined that satisfaction is the degree of actual performance of product in satisfying consumers expectations. Customer satisfaction entails a consumer of good or service showing an indication of being pleased after purchase. Chen, (2008) ^[8] is of the view that satisfaction is an attitude, assessment and emotional response shown by the consumer after the purchase process. According to (Elvira & Evis, 2013) ^[14], customers are motivated to repurchase a product or service when they are satisfied. This leads to a continuous behavior of the consumer and to a long term relationship (Kim, Lee, & Suh, 2015) ^[19].

1.3 Brand trust

Trust is a positive belief that a consumer has about the performance and reliability of a product/service (Afsar, 2014) ^[3]. According to (Hidayanti & Farida, 2018) ^[17] Trust is formed when a product/service meets the expectations of consumers. Chinomano & Maziriri, (2017) ^[9] are of the view that brand trust is when customers' belief in the capability and capacity of a product/service performing desired functions. Wardani & Gustia, (2016) ^[29] sees trust as a logical and experientially variable in building relationship which can lead to loyalty. Brands which have high trust can result in higher purchase power and generate sales and trust is a dominant factor to retain customers (Ercis, Unal, Candan, & Yildirm, 2012) ^[15].

1.4 Perceive value

According to (Sarfranz, Rashid, Majid, & Sajjad, 2018) ^[25], perceived value is a customer's overall assessment of the utility of a product based on perceptions of what is received

and what is given. It is the perception of customer created by the companies through the advertising publicities, and other social media intend to purchase the product. In general it is the feeling of customer about product quality and its features provided to them such a performance and reliability of the product. Elvira & Evis, (2013) ^[14] opined that customer value is the perceived quality of products/services relative to price offered as compared to that of competitors. Likewise, (Ahmad & Gede, 2022) ^[4] are of the view that perceived value is the benefit customers receive in relation to the price paid for a product/service.

Perceive value is a strategic tool for competitive advantage and an important indicator of repurchase intentions (Tung, 2004) ^[27]. According to (Sarfraz, Rashid, Majid, & Sajjad, 2018) ^[25], perceived value affects satisfaction, customer loyalty, and other important outcomes. It is the evaluation of the price paid for the excellence (Adogo, Ogwuche, & Onah, 2024) ^[2].

Methodology

This study was carried out using cross-sectional quantitative design. It was conducted in Bauchi metropolis, Nigeria. The sample size for this study was calculated using the formula for infinite proportion based on the suggestion of Lwanga & Lemeshow (1991) as $N = Z^2 * P (1-P)/d^2$. Thus, based on previous study findings where prevalent of sachet water brand loyalty was 70% (Adefemi & Azeez, 2019) ^[1] and the required precision desired by the researcher is 5 and an alpha level of 0.05, hence, the sample size was calculated as three hundred and twenty three (323). Furthermore, in order to address the issue of non response and incomplete questionnaire this study’s sample size was increase by a factor of 1/ (1- 0.1) as suggested by (Hair, Black, Babin, & Anderson, 2010) ^[16]. Thus, 11% more subjects were added. The sample size therefore became three hundred and fifty nine (359) respondents. Given that the number of selected sachet water brands in this study is ten (10) (atap, halbam, hanzab, wikki, an-najeeb, quorama, atik, atil, fari’ah, fresh)

the researcher decided to add one more respondent to share the sample size equally, thus, the sample size became three hundred and sixty (360). The Likert five (5) scale intervals rating structured questionnaire was use as the primary source of data collection. To achieve validity of the research instrument, experts were presented with the questionnaire for review. This was to ensure that a comprehensive set of indicators that fully exhausts a construct domain are included. Reliability was tested using a pilot sample of 10% (36 respondents) and the following cronbach alpha result was obtained.

Table 1: Cronbach alpha coefficient

Construct subscale	Cronbach alpha coefficient
Brand satisfaction	0.612
Brand trust	0.623
Perceive value	0.704

Cronbach Alpha coefficient

Table1 above shows that all constructs had reliability of more than 0.600. Pallant (2001) suggested that a cronbach’s alpha value above 6 is considered high reliability and an acceptable index. Hypothesis formulated in this study was tested using partial least square structural equation model (PLS-SEM).

The measurement items for the construct in this study were adopted from previous studies as presented in table 2. The measurement items were reviewed and modified to suit this research work. Five (5) items were revised from (Anetoh, 2017 ^[6]; Zohaib, Muhammad, Mukhtar, & Misbal, 2014) ^[30] on brand loyalty. However, for convenience and as suggested by (Hair, et al (2010) ^[16], only one variable was chosen as an indicator for the dependent construct i.e. “I am loyal to this brand”. Four (4) items from (Dam, 2020) ^[11] on brand satisfaction, five (5) items on brand trust from (Chinomona, 2016 ^[10]; Zohaib, et al, 2014) ^[30], and three (3) items on perceived value from (Tung, 2004 ^[27]; Adogo, et al 2024) ^[2]

Table 2: constructs and their indicators

S/N	Variables	Items	Reference
1	Brand loyalty	1. This brand would be my first choice. 2. I am loyal to this brand. 3. I will inform & encourage others to buy from a Particular brand. 4. I will not buy other brands if my preferred brand is available. 5. I say positive things about this brand.	(Anetoh, 2017) ^[6] (Zohaib, et al 2014) ^[30]
2	Brand satisfaction	1. Over all I am satisfy with the brand. 2. I am satisfied with my decision to purchase from this brand. 3. 3.The brand meet my needs 4. 4.The brand accessibility is commendable	(Dam, 2020) ^[11]
3	Brand Trust	1. I trust this brand. 2. I rely on this brand 3. This is an honest brand 4. This brand meets my expectations 5. This brand is safe.	(Chinomona, 2016) ^[10] (Zohaib, et al 2014) ^[30]
4	Perceived value	1. The brand has good value for money. 2. The brand meets my expectation. 3. The brand provides extra services for a reasonable price.	(Tung, 2004) ^[27] , (Adogo, et al 2024) ^[2]

Results and discussion

In this study, 345 respondents out of 360 participated thus giving a response rate of 96% which is sufficient to carry out this study.

Table 3 below showed the demographic characteristics of respondents. It shows that (63.8%) of the respondents are male while (36.2%) of the respondents are females. This implies that both genders participated in the survey. The table also shows that (12.8%) of the respondents are civil

servants, (50.2.0%) are self-employed while (37.0%) are unemployed. Furthermore, the table shows that (36.5%) of the respondents are illiterates while (63.5 %) of them are literates. Also, (19.4 %) of the respondents are within the age range of 20-30years, (17.1%) of them are within the age range 31-40 years, (24.1%) of them are within the age range of 41-50 years while (39.4%) of the respondents are above 51years.

Table 3: Distribution of respondents’ socio demographic characteristics.

Variable	Frequency	Percentage
Gender: Male	220	63.8
Female	125	36.2
Occupation: Civil Servant	44	12.8
Self employed	173	50.2
Unemployed	128	37.0
Education: Illiterate	126	36.5
Literate	219	63.5
Age: 20-30	67	19.4
31-40	59	17.1
41-50	83	24.1
51 and above	136	39.4

Source field survey,2024

Table 4: Descriptive statistics of constructs indicators

Constructs	No.	Missing	Mean	Median	Min	Max	SD	(%)
Brand satisfaction (Bs) Bs1	1	0	4.480	5	1	7	1.871	64
Bs2	2	0	4.221	5	-99	7	9.798	60
Bs3	3	0	4.738	6	-99	7	9.869	68
Bs4	4	0	5.137	6	-99	7	5.744	73.4
Brand trust (Bt) Bt1	5	0	5.221	6	1	7	1.458	74.6
Bt2	6	0	4.221	5	-99	7	9.798	60.3
Bt3	7	0	5.137	6	-99	7	5.744	73.4
Bt4	8	0	5.587	6	2	7	1.214	79.8
Bt5	9	0	4.619	5	1	7	1.39	65.9
Perceive value (Pv) Pv1	10	0	4.721	5	1	7	1.505	67.4
Pv2	11	0	5.977	6	3	7	0.979	85.4
Pv3	12	0	5.052	5	1	7	1.397	72.2
Brand loyalty (BL) BL1	13	0	4.372	5	1	7	1.495	62.5

Table 4 above revealed that brand satisfaction construct indicator of “the brand accessibility is commendable” has the highest score Mean value 5.137 SD5.744. It showed that 73.4% of the respondents can easily accessed their brand whenever they intent to purchase one. It further goes to show the efficiency in the distribution channels. The indicator with lowest score is “I am satisfied with my decision to purchase from this brand”. In the Brand trust construct it was found that indicators Bt4 “This brand meets my expectations” mean value5.587 SD1.214, Bt1 “I trust this brand” mean value5.221 SD1458 and Bt3 “This is an honest brand” mean value5.137 SD 5.744 have the highest mean score values. Among the perceive value construct indicators Pv2 “The brand meets my expectation” mean value 5.977 SD0.979 and Pv3 “The brand provides extra services for a reasonable price” mean value 5.052 SD 1.397 have the highest scores. Lastly, the overall single indicator of brand loyalty construct i.e. “I am loyal to this brand” was found to have over average score mean value 4.372 SD1.495.

The composite measurement model in mode A was assessed in terms of individual item reliability, construct reliability, convergent validity, and discriminant validity. First, the individual item reliability was analyzed through the loadings. As Figure 1 illustrates, except for the variables Bt2, Bt3, Bs2, Bs3 and Bs4, all other loadings exceeded the cut-off value of 0.600 as recommended by Chin 1989. However, the five variables with lower outer loadings were retained in the analysis as removing them may upset the analysis as suggested by (Hair et al 2010) [16]. Second, Cronbach’s alpha, Dijkstra–Henseler’s rho coefficients, and composite reliability were used to evaluate construct reliability. As Table 4 shows the cronbach alpha and Dijkstra–Henseler’s rho coefficients have all reached the recommended cut-off value of 0.6 to 0.7 for these three measurements. Third, convergent validity was proven since the average variance extracted (AVE) for the construct was higher than 0.5. Table 4 shows that the measurement model was satisfactory concerning the above criteria.

Measurement model (composite mode a) assessment

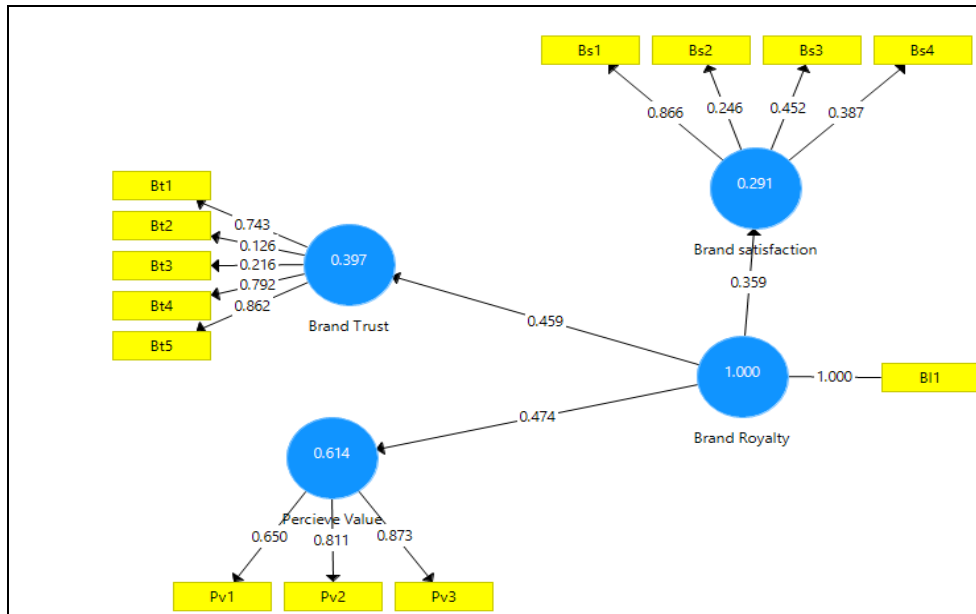


Fig 1

Table 4: Construct Reliability and validity

Composite	Cronbach's alpha	Dijkstra-Henseler's Rho	Composite Reliability (CR)	Average Variance Extracted
Brand satisfaction	0.612	0.775	0.765	0.556
Brand trust	0.623	0.765	0.713	0.517
Perceive value	0.704	0.809	0.825	0.614

Source field survey, 2024

Table 5 below presents the results for discriminant validity through the Fornell-Lacker criterion. All the constructs reached discriminant validity because the square root of the

AVE of each construct is higher than the construct's correlation in the model. This circumstance meant that each variable was different from the others (Hair et al, 2010) [16].

Table 5: Fornell-Lacker criterion

	Brand Loyalty	Brand Trust	Brand Satisfaction	Perceive Value
Brand Loyalty	1.000			
Brand Trust	0.4594	0.6302		
Brand satisfaction	0.3590	0.5768	0.5993	
Perceive Value	0.4739	0.5912	0.4521	0.7839

Source field survey 2024

Structural model

Given that the measurements of the constructs were appropriate, the assessment of the structural model was conducted. Path coefficients and their 10,000 resampling bootstrap significance levels are reported in Table 6 and Figure 1. The result suggested that H1 Brand satisfaction,

H2 Brand trust and H3 perceive value have all significant positive effect on Brand loyalty (p values = 0.0, respectively) thus, all the three null hypotheses are rejected. The determination of coefficient (R2) exceeded 0.1 for the endogenous latent variable, so the constructs had an acceptable quality of predictive power.

Table 6: Structural model result.

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values	R²
Brand Loyalty -> Brand Trust	0.4594	0.4816	0.0472	9.7364	0.00	0.2110
Brand Loyalty -> Brand satisfaction	0.359	0.3983	0.057	6.296	0.00	0.1289
Brand Loyalty -> Perceive Value	0.4737	0.4752	0.0438	10.8063	0.00	0.2244

Source field survey, 2024

Discussion

This study developed questionnaire based on existing literature on the subject matter. 360 consumers of sachet water brands were the target respondents. The results from

this study provides an insight to the effect of Brand satisfaction, Brand trust and Perceive value as exogenous constructs on sachet water brand loyalty. Empirical result obtained showed that majority were loyal to their brand.

This is in line with the findings of previous studies such as (Anetoh, 2017) ^[6] which found that over 90% of their respondents were loyal to brands.

Also, the effect of brand satisfaction on brand loyalty was tested using PLS-SEM. The study finds out that a significant positive relationship exists between brand satisfaction construct and Brand loyalty. The finding invalidates the null hypothesis formulated in this study. This finding is in line with previous studies which established that brand satisfaction has a significant effect on brand loyalty (Saragih, Surya, Rahayu, Harianto, & Widodo, 2015 ^[24]; Wardani & Gustia, 2016) ^[29].

Brand Trust was also a variable tested as a determinant of brand loyalty in sachet water brands in Bauchi metropolis, Nigeria. Finding from this study reveals a significant positive effect which negates the null hypothesis formulated in this study. This is in line with the study of (Chinomano & Maziriri, 2017 ^[9]; Dhurup, Schalkwyk, & Tsautse, 2018) ^[13] which showed that Brand trust have significant effect on Brand loyalty.

Finally, the effect of perceive value construct on brand loyalty was measured. Result showed that perceive value significantly affected brand loyalty in the sachet water brands. This result is in line with the studies of (Adogo, Ogwuche, & Onah, 2024 ^[2]; Ahmad & Gede, 2022) ^[4] which showed that perceive value was a significantly strong determinant of brand loyalty.

Conclusion and recommendations

This study was undertaken to investigate the determinants of brand loyalty among sachet water brands in Bauchi metropolis, Nigeria with brand satisfaction, brand trust and Perceive value as proxies for brand loyalty. Results obtained showed that majority of the respondents were brand conscious. More so, all the constructs of brand satisfaction, brand trust and perceive value were significant determinants of brand loyalty in the sachet water brands. This, result have some practical implications to managers of sachet water brands as it calls for intensification of various strategies to further promote brand satisfaction, trust and perceive value.

References

1. Adefemi O, Azeez M. Chemical assessment of sachet water in Ado-Ekiti Metropolis, Nigeria. *Chem Sci Int J*, 2019, 1-6.
2. Adogo J, Ogwuche C, Onah C. Brand trust and perceived value on brand loyalty among sachet water consumers in Markurdi Metropolis, Nigeria. *Afr J Psychol Study Soc Issues*, 2024, 291-302.
3. Afsar B. Effect of perceived price, brand image, perceived quality, and trust on consumers buying preferences. *J Econ Bus Res*, 2014, 7-20.
4. Ahmad H, Gede S. Effect of perceive risk and perceive value on customer loyalty through customer satisfaction as intervening variable on Bukalapak users. *Eur J Bus Manag Res*, 2022.
5. Akabogu O. Consumers loyalty to bottled water brands in Nigeria: an empirical study. *Br J Econ Manag Trade*, 2014, 115-1173.
6. Anetoh J. Branding and its effect on consumer loyalty to selected table water brands in Nigeria. *Int J Manag Stud Bus Entrepr Res*, 2017, 115-148.
7. Baraya J, Sani M, Joshua J. Measurement of Radon-222 concentration levels in brands of sachet drinking water in Dutsin-Ma Local Government Area of Katsina State, Nigeria. *J Asian Sci Res*, 2020, 33-42.
8. Chen C. Investigating structural relationship between service quality, perceived value, satisfaction and behavioural intentions for air passengers: evidence from Taiwan transportation. *J Policy Pract*, 2008, 709-717.
9. Chinomano E, Maziriri E. The influence of brand trust, brand familiarity, and brand experience attachment: a case of customers in Gauteng Province of South Africa. *J Econ Behav Stud*, 2017, 69-81.
10. Chinomona R. Brand communication, brand image, and brand trust as antecedents of brand loyalty in Gauteng Province of South Africa. *Afr J Econ Manag Stud*, 2016, 124-139.
11. Dam TC. The influence of brand satisfaction, brand trust, brand preference on brand loyalty to laptop brands. *Syst Rev Pharm*, 2020, 95-101.
12. Das G. Antecedents and consequences of trust: an e-tailing branding perspective. *Int J Retail Distrib Manag*, 2016, 713-730.
13. Dhurup M, Schalkwyk P, Tsautse V. The relationship between brand identification, brand trust, brand commitment and brand loyalty: evidence from supermarket store food brand. *Int J Bus Manag Stud*, 2018, 166-180.
14. Elvira T, Evis K. Service quality, customer satisfaction, perceived value and brand loyalty: a critical review of the literature. *Acad J Interdiscip Stud*, 2013, 223-228.
15. Ercis A, Unal S, Candan F, Yildirim H. The effect of brand satisfaction, trust and brand commitment on loyalty and repurchase intentions. *Procedia Soc Behav Sci*, 2012, 1395-1404.
16. Hair J, Black W, Babin J, Anderson R. *Multivariate data analysis*. 7th ed. New York: Prentice Hall, 2010.
17. Hidayanti I, Farida N. A study on brand commitment and brand trust towards brand loyalty of branded laptops in Indonesia. *J Bus Retail Manag Res*, 2018, 270-278.
18. James O, Nwafor M. Determinants of consumers choice of brand of bottled water in Enugu, Nigeria. *Saudi J Bus Manag Stud*, 2018, 1128-1134.
19. Kim J, Lee F, Suh Y. Satisfaction and loyalty from shopping mall experience and brand personality. *Serv Mark Q*, 2015, 62-76.
20. Laila R, Zahra F, Amina T. Service quality, relationship quality, and customer loyalty in the banking industry in Iran. *J Soc Sci*, 2014, 53-63.
21. Marie R, Beidari M. Investigating the taste, odor and appearance of selected bottled and sachet sold drinking water in Burkina Faso. *J Water Resour Ocean Sci*, 2020, 9(1).
22. Ogbuji C, Anyawu A, Onah J. An empirical study on the impact of branding on consumer choice of regulated bottled water in Southeast, Nigeria. *Int J Bus Manag*, 2011, 150-166.
23. Pan Y, Sheng S. Antecedents of customer loyalty: an empirical synthesis and reexamination. *J Retail Consum Serv*, 2012, 150-158.
24. Saragih M, Surya E, Rahayu S, Harianto H, Widodo S. Analysis of brand experience and brand satisfaction with brand loyalty through brand trust as a variable mediation. *Int J Conf Proc*, 2015, 54-67.
25. Sarfraz A, Rashid I, Majid I, Sajjad A. Impact of service quality, corporate image, and perceived value

- on brand loyalty with presence and absence of customer satisfaction: a study of four service sectors of Pakistan. *Int J Acad Res Bus Soc Sci*, 2018, 453-474.
26. Song H, Wang J, Han H. Effect of image, satisfaction, trust, love, and respect on loyalty formation for name-brand coffee shops. *Int J Hosp Manag*, 2019, 50-59.
 27. Tung L. Service quality and perceived value's impact on satisfaction, intention, and usage of short message service (SMS). *Inf Syst Front*, 2004, 353-368.
 28. Usman B, Zubairu U, Dauda A, Ibrahim S, Bilkisu M. Determinants of firm growth: the case of sachet water firms in Minna, Nigeria. *Int J Entrep Bus Dev*, 2020, 344-353.
 29. Wardani D, Gustia R. Analysis of brand experience, brand satisfaction, and brand trust relationship to brand attachment. *J Ilmu Manaj Ekon*, 2016, 59-72.
 30. Zohaib A, Muhammad R, Mukhtar A, Misbal H. Effect of brand trust and customer satisfaction on brand loyalty in Bahawalpur. *J Sociol Res*, 2014, 306-326.