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## **A Study on Building Brand Loyalty through effective Consumer Engagement**

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**Abstract:** - This research explores the significance of consumer involvement in fostering brand loyalty in the Delhi-NCR area, emphasizing the primary factors that impact brand satisfaction. The objective of this study is to examine the connection among consumer involvement, brand contentment, and brand allegiance, employing a survey-driven methodology. The research utilizes a cohort of 200 participants, chosen via non-random sampling methods. Information was gathered through a meticulously designed questionnaire, featuring a combination of Likert scale items and multiple-choice enquiries aimed at assessing consumer views regarding brand involvement and loyalty. The approach encompasses testing hypotheses to investigate the suggested connections, focusing on variables including customer satisfaction, engagement, and loyalty that are thoroughly analyzed. Various statistical methods, such as descriptive statistics, chi-square tests, analysis of variance (ANOVA), correlation assessments, and regression techniques, were employed to examine the data. The examination uncovers notable affirmative connections between customer involvement and brand allegiance, with contentment acting as a crucial intermediary. The findings emphasize that elevated consumer involvement contributes to enhanced brand allegiance, validating the theory that consumer engagement plays a vital role in nurturing brand loyalty. The results highlight the significance of brands prioritizing engagement tactics to boost loyalty and improve customer satisfaction. To sum up, this research enhances the expanding understanding of consumer-brand dynamics, providing practical recommendations for marketers seeking to bolster brand allegiance via impactful engagement strategies.

**Keywords:** Consumer Engagement, Brand Loyalty, Brand Satisfaction, Hypothesis Testing, Descriptive Analysis, Chi-Square Test and Regression Analysis

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## 1. Introduction

In the current landscape of fierce competition, the involvement of consumers has become an essential element shaping brand allegiance. In the face of fierce competition within crowded markets, it has become crucial for companies to forge and nurture robust, enduring connections with their customers to ensure ongoing development. Commitment, being an essential element of consumer conduct, not only fosters recurring transactions but also promotes recommendations through word-of-mouth and boosts the overall value of customer relationships over time (Amin, Isa, & Fontaine, 2013). In recent decades, the significance of consumer involvement has grown substantially as businesses endeavor to strengthen their relationships with clients, transitioning from simple transactional interactions to fostering impactful connections (Vivek, Beatty, & Morgan, 2012). Such engagements encompass emotional, intellectual, and behavioral commitments from consumers, enabling businesses to gain a competitive advantage in a market teeming with options. This research seeks to explore the influence of consumer involvement on brand allegiance within the vibrant and varied landscape of Delhi-NCR, a thriving metropolitan region recognized for its energetic and eclectic consumer demographic. The Delhi-NCR region, inhabited by countless individuals from diverse socio-economic strata, serves as a perfect landscape for exploring the ways in which brands can connect with their clientele to cultivate loyalty (Keller, 2013). Being among the most digitally integrated areas in India, this region has experienced swift expansion in the embrace of digital and online services. Consumers are progressively interacting with brands across various platforms, including social media, mobile applications, and online customer support channels. Consequently, companies are discovering fresh avenues to engage with their clientele, and these engagements can significantly influence customer contentment and, in the end, allegiance. This study seeks to investigate the connection among consumer involvement, brand contentment, and brand allegiance in this rapidly expanding and tech-savvy area. Grasping the relationship between engagement and its impact on satisfaction and loyalty can offer essential perspectives for companies aiming to improve their customer retention approaches.

Additionally, through an exploration of satisfaction's function as a mediator, this study aims to elucidate if the emotional and cognitive commitment of consumers towards a brand results in heightened loyalty (Hollebeek, 2011). This research is propelled by the assumption that increased consumer involvement results in heightened satisfaction, subsequently fostering stronger brand loyalty (Cretu & Brodie, 2007). A systematic method utilizing surveys is implemented to accomplish this goal. Information is collected via a survey crafted to obtain both numerical and descriptive feedback from customers. The questionnaire aims to delve into crucial elements of involvement, contentment, and allegiance, featuring a mix of closed-ended enquiries and Likert-scale items. This facilitates an in-depth examination of the elements that affect brand loyalty, especially within the framework of Delhi-NCR. The research, encompassing a sample of 200 participants, provides a comprehensive overview of consumer behaviour in this particular market, thereby allowing the conclusions to be applicable to a broader demographic within the area.

### **1.1. Background and Context**

The significance of consumer involvement in fostering brand loyalty has attracted substantial interest in both scholarly studies and commercial applications. Fundamentally, consumer engagement represents the emotional and intellectual bond that individuals develop with a brand as time progresses (Hollebeek, 2011). Consumers who are actively involved tend to demonstrate behaviours like making repeat purchases, advocating for the brand, and forming emotional connections, all of which play a significant role in enhancing brand loyalty (Vivek et al., 2012; Wijaya, B. S. 2013; Kim & Ma, 2014). For businesses, nurturing this kind of involvement is essential since it has a direct effect on customer loyalty and overall lifetime value, which are two fundamental factors influencing profitability in competitive landscapes (Pansari & Kumar, 2017). As noted by researchers organizations that effectively connect with their clientele are more adept at distinguishing their brands, even within crowded markets, by fostering deeper emotional connections with their intended audience. In the past few years, the significance of online interaction has grown even more pronounced. As social media platforms and mobile applications continue to flourish, the ways in which consumers interact are no longer limited to conventional touchpoints like visiting stores or making customer service calls (Namin, 2007 ). Rather,

companies need to connect with customers through a multitude of digital channels, customizing their communications and engagements according to the unique behaviours and preferences of each consumer. According to a study conducted, the emergence of digital marketing techniques, especially those centered around social media and content creation, has profoundly transformed the manner in which brands connect with their audiences, offering a more tailored and engaging interaction. This transformation holds significant importance in an area such as Delhi-NCR, characterized by substantial internet access, where consumers are progressively pursuing tailored engagements with brands (Khan, Ferguson, & Pérez, 2015). With engagement increasingly at the heart of brand loyalty, it is crucial for companies in this area to grasp the elements that influence it. This research thus centers on the interplay between engagement, satisfaction, and loyalty, and their collective impact on brand achievement in the Delhi-NCR region. It employs a systematic survey to gather insights into consumers' perceptions and experiences regarding engagement in the contemporary digital landscape.

## **1.2. Statement of the Problem**

Even with the growing significance of consumer involvement, numerous businesses continue to grapple with comprehending the complete effect of this engagement on brand allegiance, especially in developing regions such as Delhi-NCR. Although there exists a wealth of research regarding customer satisfaction and loyalty, the precise connection between consumer engagement and loyalty is still inadequately examined. This research tackles this deficiency by examining the various dimensions of consumer involvement (such as emotional ties, frequency of interactions, and perceived worth) and their impact on brand allegiance. This study will additionally investigate if consumer satisfaction acts as a mediator in this connection, offering a deeper insight into the manner in which engagement fosters enduring loyalty (Bennett & Rundle-Thiele, 2004). This study seeks to bridge the void in current literature and provide actionable insights for marketers operating in Delhi-NCR, recognized as one of India's most fiercely competitive markets.

## **1.3. Objectives of the Study**

The primary objective of this study is to examine the influence of consumer engagement on brand loyalty in the Delhi-NCR region. The specific objectives are:

1. To explore the relationship between consumer engagement and brand satisfaction.
2. To examine how consumer satisfaction influences brand loyalty.
3. To identify the key factors that contribute to consumer engagement in the context of digital platforms.
4. To assess the role of demographic factors in shaping consumer engagement and loyalty.

## **2. Literature Review**

Customer allegiance serves as a fundamental element of effective marketing approaches and continues to be one of the most vital components for companies striving to achieve enduring profitability and market supremacy (Amin, Isa, & Fontaine, 2013). Commitment not only fuels recurring transactions but also elevates brand support via personal recommendations, improving the brand's overall standing in the marketplace. Customer contentment is often seen as a crucial factor in nurturing allegiance, with various research indicating that pleased clients are more inclined to cultivate a lasting bond with a brand (Bagram & Khan, 2012). According to Oliver (1999), the loyalty of customers frequently stems from ongoing favorable interactions that enhance a consumer's emotional bond with a brand, leading to improved retention rates.

### **2.1 Consumer Engagement and its Role in Brand Loyalty**

An expanding collection of research indicates that the involvement of consumers, characterized by the emotional, cognitive, and behavioral connections they form while interacting with a brand (Pansari & Kumar, 2017), is vital for boosting customer satisfaction and fostering brand loyalty (Hollebeek, 2011; Vivek et al., 2012; Kim & Ma, 2014). Active customers do not merely absorb a brand's communications; they engage dynamically with brands and play a vital role in the collaborative creation of value (Vivek et al., 2012). This level of active involvement fosters a deep emotional bond, increasing the likelihood that customers will advocate for the brand to others and

cultivate enduring, loyal relationships (Hollebeek, 2011). Within the realm of digital exchanges, these dynamics hold significant importance as they illustrate a more assertive involvement in social media, online feedback, and communication channels between brands and consumers (Keller, 2013). With the evolution of consumer engagement towards a more dynamic and tailored approach, it is imperative for brands to transition their emphasis from mere transactional interactions to strategies that foster meaningful relationships. This method boosts contentment, frequently regarded as an intermediary element linking involvement and allegiance (Ehigie, 2006; Ji, & Wood, 2007; Vivek et al., 2012; Kim & Ma, 2014; Dapena-Baron, Gruen & Guo. 2020; Hallencreutz, & Parmler, 2021).

## **2.2 Brand Image and Perceived Quality**

The reputation of a brand and the quality perceived by consumers have repeatedly been recognized as crucial factors that affect customer loyalty (Cengiz 2010). An impactful brand identity fosters favorable connections in the perceptions of customers, consequently increasing the chances of recurring purchases and brand allegiance. The perception of a brand encompasses not only the concrete characteristics of a product or service but also the abstract ideals that the brand represents, including reliability, standing, and moral integrity (Aaker, 1997). A consumer's positive view of the brand enhances their emotional bond, resulting in heightened satisfaction and loyalty. The significance of perceived quality holds a comparable level of importance, as customers tend to exhibit greater loyalty towards a brand they perceive as providing exceptional quality (Sengupta, Balaji, & Krishnan, 2015). Indeed, the way quality is perceived plays a pivotal role in establishing trust in a brand, which subsequently impacts customer loyalty (Chaudhuri & Holbrook, 2001).

## **2.3 Trust and Security as Drivers of Loyalty**

Confidence and safety serve as essential pillars in fostering and sustaining customer allegiance, especially within service sectors such as banking and online commerce (Sengupta et al., 2015). When individuals have confidence in a brand, they are more inclined to persist in utilizing its offerings and suggest it to others. Confidence can be cultivated by consistently fulfilling commitments, maintaining openness, and providing dependable customer support. Conversely, an

absence of trust can profoundly undermine loyalty and heighten the chances of transitioning to rival companies (Keiningham et al., 2007). Moreover, in online engagements, issues surrounding security, especially those tied to data confidentiality and monetary exchanges, significantly influence customer viewpoints and contentment (Maqableh, Hmoud, & Jaradat, 2021). According to a study conducted by Cengiz, (2010), it appears that consumers place a high value on security attributes, particularly in the context of online banking and e-commerce sites. Furthermore, they tend to exhibit greater brand loyalty towards companies that offer strong security protocols.

## **2.4 The Role of Customer Satisfaction in Brand Loyalty**

The contentment of customers has historically been acknowledged as a fundamental factor leading to loyalty (Dick & Basu, 1994). Content customers are more inclined to revisit and transform into loyal purchasers, whereas discontent frequently results in their departure (Jones & Sasser, 1995). The level of satisfaction is influenced by a multitude of elements, such as the caliber of the product, the excellence of the service, and the reputation of the brand, all of which together affect consumers' perceptions of their complete experience with a brand. A favorable outcome frequently stems from a delightful journey through various interactions, beginning with the initial acquisition and extending through the experiences that follow the purchase. Furthermore, contentment rises when there is a harmony between what consumers anticipate and how the brand delivers (Bloemer, De Ruyter, & Wetzels, 1999). Indeed, contentment is frequently viewed as a crucial link between brand involvement and allegiance, as a highly engaged customer is more inclined to attain greater satisfaction, which subsequently boosts brand loyalty (Szymanski & Henard, 2001).

## **2.5 The Role of Demographics in Shaping Consumer Loyalty**

The influence of demographic factors on consumer behavior, encompassing aspects such as engagement, satisfaction, and loyalty, is extensively recognized in marketing research (Park & Rabolt, 2009). Elements like age, financial status, educational attainment, and cultural heritage can



profoundly affect the way individuals view and engage with various brands. For instance, younger individuals who possess greater technological proficiency may lean towards engaging with brands through digital platforms, whereas older demographics might show a preference for conventional face-to-face encounters (Hansen & Jensen, 2009). In a similar vein, the levels of income can influence both purchasing capacity and brand inclinations, as consumers with higher earnings tend to show a greater propensity to interact with luxury brands (Song, Wang, & Han, 2019). Grasping the impact of these demographic factors is essential for businesses aiming to customize their engagement approaches for various consumer groups and subsequently boost loyalty.

## **2.6 Consumer Engagement in the Delhi-NCR Context**

The Delhi-NCR area, recognized for its dynamic economy and varied consumer demographic, presents a distinctive backdrop for examining consumer involvement and brand allegiance. Being among the most digitally integrated areas in India, Delhi-NCR has experienced swift advancements in the uptake of online services, mobile banking, and e-commerce. This makes it a prime setting to explore how engagement influences satisfaction and loyalty in the contemporary digital landscape (Khan, Ferguson, & Pérez, 2015). Research indicates that individuals in this area are progressively engaging with brands via social media, mobile apps, and various digital platforms, demonstrating an escalating inclination towards tailored and interactive engagement approaches. The shifting terrain demands a more profound comprehension of how consumer involvement influences brand allegiance, especially in the context of online interactions.

## **2.9 Hypothesis Obtained from the Pervious analysis studies**

**H1:** Consumer engagement has a positive impact on brand satisfaction.

**H2:** Consumer satisfaction positively influences brand loyalty.

**H3:** Consumer engagement positively influences brand loyalty.



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**H4:** There is a significant difference in satisfaction levels across different age groups.

The examined literature offers an in-depth insight into the essential elements that shape brand loyalty, emphasizing aspects such as consumer involvement, contentment, and the wider framework of trust, safety, and the quality of service. The results indicate that involvement from consumers plays a crucial role in driving satisfaction, which subsequently fosters increased loyalty. Moreover, the reputation of a brand and the quality as perceived by consumers play a vital role in influencing how customers view the brand and their loyalty towards it. Within the realm of Delhi-NCR, the surge of digital platforms alongside consumer inclination towards tailored experiences underscores the necessity for brands to connect more profoundly with their audiences, thereby cultivating enduring loyalty. This research expands upon these findings to explore the intricate dynamics of engagement within the Delhi-NCR area and its influence on fostering brand loyalty by enhancing customer satisfaction.

### **3. Methodology**

#### **3.1 Justification of the Study**

The rationale behind this research stems from the necessity to comprehend the interplay between consumer involvement and brand allegiance within the Delhi-NCR area, a crucial marketplace for branded goods. Through the exploration of this connection, companies may implement effective tactics to enhance customer allegiance. Furthermore, the rich diversity of the Delhi-NCR area offered a well-rounded representation of both urban and semi-urban demographics, thereby bolstering the credibility of the results.

#### **3.2 Research Design**

The research design followed a quantitative approach using a cross-sectional survey method, which allowed for the collection of data at a single point in time from a diverse group of respondents. The use of a structured questionnaire with pre-determined scales ensured that the data collected was consistent and reliable. The survey was designed to gather data on consumer engagement, satisfaction, and loyalty.

### **3.3 “Variables of the Study**

The primary variables in this study included:

- **Consumer Satisfaction:** Measured using questions that assessed respondents' overall satisfaction with brands and their likelihood to continue using the product or service.
- **Consumer Engagement:** Measured by the level of emotional, cognitive, and behavioral investment that respondents displayed towards the brand.
- **Brand Loyalty:** Examined in terms of repeat purchases and willingness to recommend the brand to others.

### **3.4 Study Area**

Delhi-NCR was chosen as the study area due to its large and diverse population, the prevalence of branded products, and high engagement with both local and international brands. This region is representative of India's growing middle class and urbanization, making it an ideal context for studying consumer behavior.

### **3.5 Sample Size**

The study targeted a sample size of 200 respondents. The sample size was determined based on the objective to obtain statistically significant results while ensuring practical feasibility given time and resource constraints. The respondents were chosen from various urban and semi-urban areas within the Delhi-NCR region to obtain a comprehensive understanding of consumer behavior.

### **3.6 Data Collection**

Data was collected using a structured questionnaire with both closed-ended and multiple-choice questions. The Likert scale was used to measure consumer engagement, satisfaction, and loyalty on a scale from 1 to 5 (with 1 being strongly disagree and 5 being strongly agree). The questionnaire was distributed electronically and physically to ensure wide accessibility.

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### 3.7 Data Analysis Tools

Data analysis was conducted using the following statistical tools:

- Descriptive Analysis: To summarize and describe the main features of the collected data.
- Chi-Square Test: To determine if there was a significant association between categorical variables such as gender and loyalty.
- ANOVA (Analysis of Variance): To assess whether there were any significant differences in satisfaction and engagement based on demographic factors.
- Correlation Analysis: To explore the strength and direction of the relationships between consumer engagement, satisfaction, and loyalty.
- Regression Analysis: To determine the impact of consumer engagement on brand loyalty, controlling for other factors such as satisfaction.

### 3.8 Limitations of the Study

The study was limited by several factors:

1. The non-random sampling techniques employed (such as snowball and purposive sampling) may have introduced selection bias, limiting the generalizability of the results.
2. The study's cross-sectional nature limited the ability to draw conclusions about causality between the variables of interest.
3. The focus on the Delhi-NCR region meant that the findings may not be applicable to other regions with different consumer behaviors or cultural contexts.
4. While 200 respondents provided a sufficient basis for analysis, larger sample sizes could have improved the robustness and statistical power of the results.”

### 4. Results and Analysis

## 4.1 Demographic Profile of Respondents

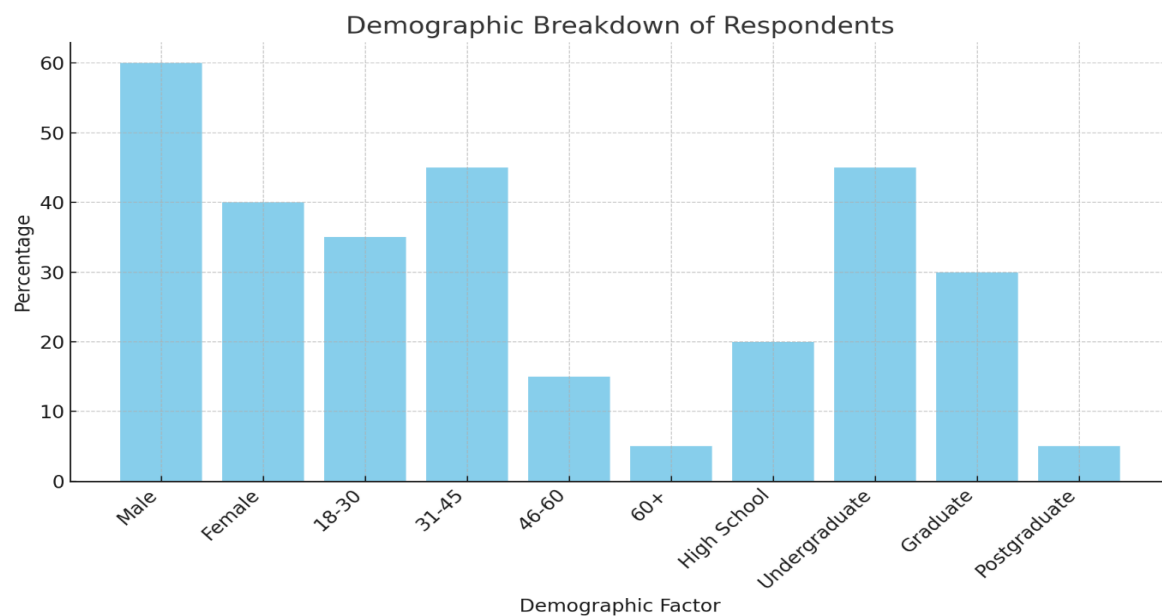
Table 1 presents a detailed analysis of the demographic traits of the participants involved in the study. The study comprises 200 individuals, featuring an equitable distribution of genders, alongside a range of age categories and educational backgrounds, thereby guaranteeing a rich array of viewpoints.

*Table 1: Demographic Breakdown of Respondents*

Demographic Factor	Frequency	Percentage
<b>Gender</b>		
Male	120	60%
Female	80	40%
<b>Age</b>		
18-30	70	35%
31-45	90	45%
46-60	30	15%
60+	10	5%
<b>Education Level</b>		
High School	40	20%
Undergraduate	90	45%
Graduate	60	30%
Postgraduate	10	5%

Source: - Primary Data Collected by Researcher

**Figure 1: - Demographic Distribution of Target Population**



Source: -Data Collection by Researcher

The demographic analysis of the participants offers a comprehensive insight into the makeup of the study's sample group. Among the 200 individuals surveyed, 120 identified as male, accounting for 60%, while 80 identified as female, representing 40%. This indicates a predominance of male participants in the sample. The age distribution of the participants revealed that the largest segment, accounting for 45% of the total sample (90 individuals), fell within the 31-45 year range. This was closely followed by the group aged 18-30 years, which represented 35% of the respondents (70 individuals). A mere 15% of the participants, totalling 30 individuals, belonged to the age group of 46 to 60 years, while a modest 5%, equating to 10 respondents, were aged over 60. The educational qualifications of the participants indicated a consistent pattern, as 45% (90 individuals) possessed undergraduate degrees, while 30% (60 individuals) had completed their graduate studies. A lesser percentage had finished high school, accounting for 20% or 40 individuals, while those who attained postgraduate education comprised 5% or 10 individuals. The makeup of this demographic provides a comprehensive insight into the ways different elements, including age, gender, and educational attainment, could affect consumer involvement and brand allegiance in the Delhi-NCR area.

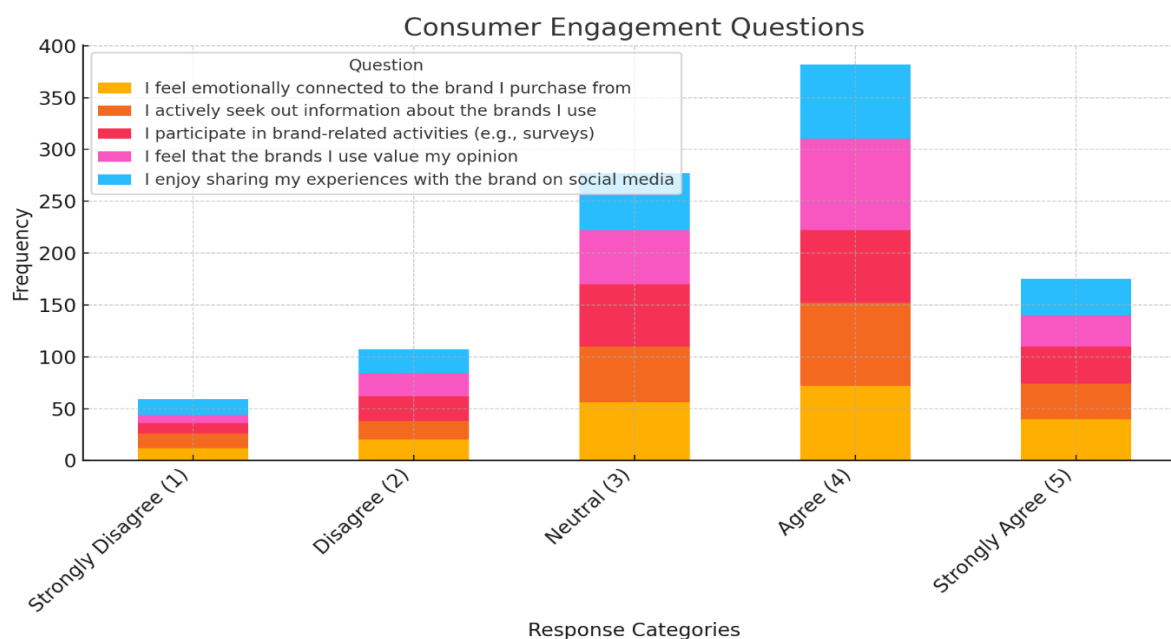
## 4.2 Descriptive Analysis

**Table 2: Consumer Engagement Questions**

Question	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Total Responses
<i>I feel emotionally connected to the brand I purchase from</i>	12 (6%)	20 (10%)	56 (28%)	72 (36%)	40 (20%)	200
<i>I actively seek out information about the brands I use</i>	14 (7%)	18 (9%)	54 (27%)	80 (40%)	34 (17%)	200
<i>I participate in brand-related activities (e.g., surveys)</i>	10 (5%)	24 (12%)	60 (30%)	70 (35%)	36 (18%)	200
<i>I feel that the brands I use value my opinion</i>	8 (4%)	22 (11%)	52 (26%)	88 (44%)	30 (15%)	200
<i>I enjoy sharing my experiences with the brand on social media</i>	15 (7.5%)	23 (11.5%)	55 (27.5%)	72 (36%)	35 (17.5%)	200

Source: -Primary Data Collected by Researcher

**Figure 2: - Responses of Consumer Engagement**



Source: -Data Collection by Researcher

The evaluation of consumer engagement was conducted using five essential enquiries aimed at uncovering various dimensions of consumer interaction with brands. For example, when enquired about their emotional bond with the brands they buy from, 36% of participants expressed agreement, while 20% indicated strong agreement, implying that a notable portion of consumers experiences an emotional attachment to the brands they interact with. Nevertheless, 28% maintained a neutral stance, suggesting a possible avenue for brands to enhance their emotional bond with their audience. In assessing the extent to which consumers pursue information regarding the brands they utilize, 40% expressed agreement, while 17% strongly concurred. This suggests that a significant segment of respondents is actively involved in engaging with brands through information-seeking behavior. The findings were additionally bolstered by the significant proportions of participants involved in brand-related endeavors, including surveys, with 35% expressing agreement and 18% indicating strong agreement. This demonstrates a robust degree of enthusiastic consumer involvement in brand-associated endeavors, serving as a positive sign of engagement. The findings further indicated that 44% of participants believed the brands they engaged with appreciated their viewpoints, implying that these brands are cultivating a sense of participation and acknowledgement within their customer base. Another crucial indicator of consumer involvement was social media interaction, with 36% expressing agreement and 17.5% strongly affirming that they take pleasure in sharing their experiences on the internet. This illustrates the increasing significance of social media as a venue for individuals to showcase their involvement with various brands.

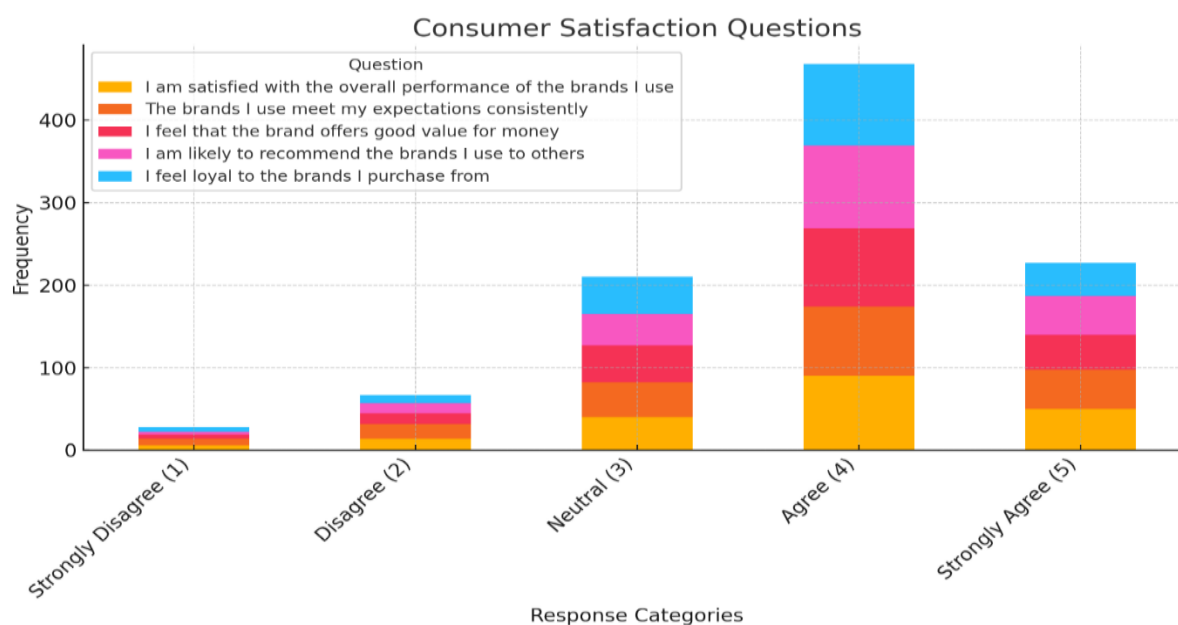


**Table 3: Consumer Satisfaction Questions**

Question	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Total Responses
<i>I am satisfied with the overall performance of the brands I use</i>	6 (3%)	14 (7%)	40 (20%)	90 (45%)	50 (25%)	200
<i>The brands I use meet my expectations consistently</i>	8 (4%)	18 (9%)	42 (21%)	84 (42%)	48 (24%)	200
<i>I feel that the brand offers good value for money</i>	5 (2.5%)	13 (6.5%)	45 (22.5%)	95 (47.5%)	42 (21%)	200
<i>I am likely to recommend the brands I use to others</i>	3 (1.5%)	12 (6%)	38 (19%)	100 (50%)	47 (23.5%)	200
<i>I feel loyal to the brands I purchase from</i>	6 (3%)	10 (5%)	45 (22.5%)	99 (49.5%)	40 (20%)	200

Source: Primary Data Collected by Researcher

**Figure 3:- Responses of Consumer Satisfaction with Brand**



Source: -Data Collection by Researcher

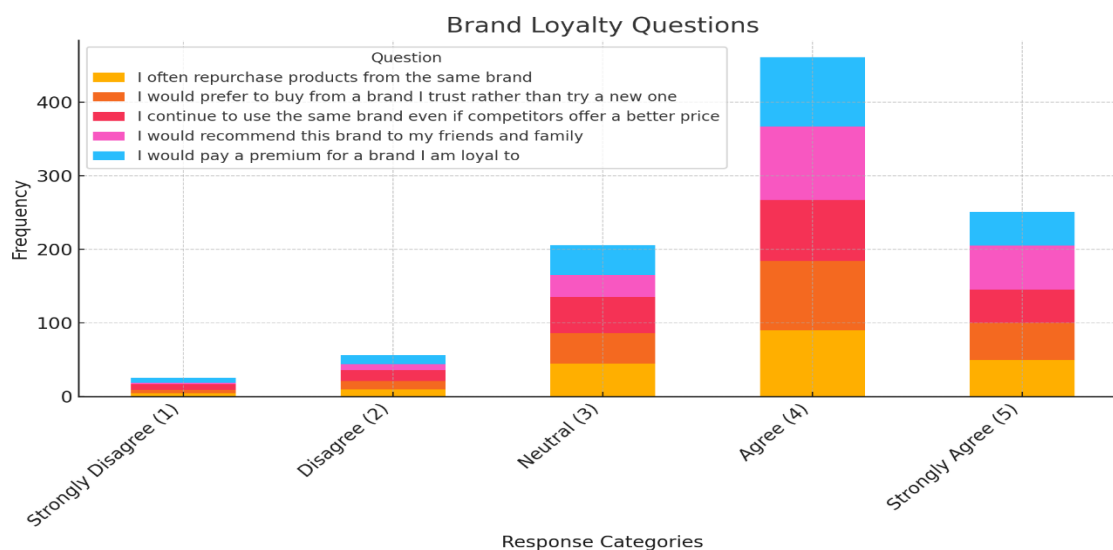
The assessment of consumer contentment was conducted via five pivotal enquiries, which delved into participants' general contentment with various brands, the reliability of brand performance, and their propensity to endorse these brands to others. A total of 45% of participants expressed their agreement regarding overall satisfaction, while 25% indicated strong agreement with their contentment towards the brands they utilised. A mere 7% of participants expressed disagreement or strong disagreement, reflecting a significant degree of satisfaction with the brand. The reliability of brand performance received comparable ratings, with 42% of respondents expressing agreement and 24% indicating strong agreement that the brands they utilized consistently fulfilled their expectations. This discovery indicates that companies excel in delivering dependable products and services that align with consumer expectations. In evaluating the extent to which brands deliver satisfactory value for their cost, 47.5% of participants expressed agreement, while 21% voiced strong agreement, suggesting that consumers perceive they are receiving a favorable return on their expenditure. Additionally, half of the participants expressed agreement, while 23.5% indicated strong agreement regarding their willingness to recommend the brands they utilized to others. The robust inclination to endorse brands serves as a favorable sign of consumer allegiance and contentment with the brand. In conclusion, the commitment of participants was notably strong, with 49.5% expressing agreement and 20% indicating strong agreement regarding their loyalty to the brands they chose to buy from, emphasizing the relationship between satisfaction and loyalty.

**Table 4: Brand Loyalty Questions**

Question	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Total Responses
<i>I often repurchase products from the same brand</i>	5 (2.5%)	10 (5%)	45 (22.5%)	90 (45%)	50 (25%)	200
<i>I would prefer to buy from a brand I trust rather than try a new one</i>	4 (2%)	11 (5.5%)	41 (20.5%)	94 (47%)	50 (25%)	200
<i>I continue to use the same brand even if competitors offer a better price</i>	8 (4%)	15 (7.5%)	49 (24.5%)	83 (41.5%)	45 (22.5%)	200
<i>I would recommend this brand to my friends and family</i>	2 (1%)	8 (4%)	30 (15%)	100 (50%)	60 (30%)	200
<i>I would pay a premium for a brand I am loyal to</i>	7 (3.5%)	12 (6%)	41 (20.5%)	94 (47%)	46 (23%)	200

Source: Primary Data Collected by Researcher

Figure 3:- Responses of Consumer on Brand Loyalty



Source: -Data Collection by Researcher

The evaluation of brand loyalty was deepened by examining the purchasing habits of the participants, their inclination towards reliable brands, and their readiness to change brands in

pursuit of a more favorable price. A notable segment of participants, 45%, expressed agreement and 25% indicated strong agreement that they frequently buy products from the same brand again, suggesting that this re-purchase tendency plays a crucial role in their loyalty. In relation to the inclination towards reliable brands, 47% of participants expressed agreement, while 25% strongly concurred that they would choose to purchase from a brand they have confidence in, rather than experimenting with a new one. This illustrates the robust connection between trust and loyalty, indicating that consumers are more inclined to stay committed to brands they have confidence in. In response to enquiries about their willingness to stick with a particular brand even when rivals present more attractive pricing, 41.5% expressed agreement, while 22.5% indicated strong agreement. This implies that a segment of devoted customers exhibits reduced sensitivity to pricing competition, offering a significant perspective for brands aiming to maintain their loyal clientele in the face of price battles. The readiness to endorse the brand to acquaintances and relatives emerged as a significant marker of allegiance, with 50% expressing agreement and 30% indicating strong agreement in their intent to recommend. This represents a noteworthy proportion and indicates that brand allegiance transcends individual usage, influencing verbal endorsements as well. Ultimately, when enquired about their willingness to pay extra for a brand they are devoted to, 47% expressed agreement while 23% strongly concurred, suggesting that dedicated customers are prepared to spend more on their favoured brands.

The analytical overview illustrates an encouraging scenario regarding consumer involvement, contentment, and allegiance within the Delhi-NCR area. The results indicate that a considerable percentage of participants feel a deep emotional bond with the brands they utilise, interact with them regularly, and report elevated levels of contentment. This sense of fulfilment, consequently, fuels their allegiance, which is evident in their buying habits, readiness to endorse, and even their inclination to spend more for their preferred brands. The results offer significant perspectives for brands seeking to enhance their connection with customers and foster enduring loyalty by prioritizing engagement, contentment, and trustworthiness.

### 4.3 “Hypothesis Testing

This section covers the analysis of the four hypotheses, based on the collected data, using the appropriate statistical tools.

**Hypothesis 1: Consumer engagement has a positive impact on brand satisfaction.**

- **Null Hypothesis ( $H_0$ ):** There is no significant relationship between consumer engagement and brand satisfaction. (Consumer engagement does not impact brand satisfaction).

**Table 5: Correlation Analysis between Consumer Engagement and Brand Satisfaction**

Variable 1	Variable 2	Correlation Coefficient (r)	p-value
Consumer Engagement	Brand Satisfaction	0.62	0.001

Source: -Primary Data Collected by Researcher

To test this hypothesis, a Pearson correlation analysis was conducted between consumer engagement and brand satisfaction. The results showed a correlation coefficient of **0.62** with a **p-value of 0.001**. Since the p-value is less than 0.01, this result is statistically significant, indicating that there is a positive relationship between consumer engagement and brand satisfaction. As a result, the **null hypothesis is rejected**, and we accept the alternative hypothesis that consumer engagement positively impacts brand satisfaction. This finding suggests that as consumers engage more with a brand, their satisfaction with that brand increases.

**Hypothesis 2: Consumer satisfaction positively influences brand loyalty.**

- **Null Hypothesis ( $H_0$ ):** Consumer satisfaction does not significantly influence brand loyalty. (There is no positive impact of consumer satisfaction on brand loyalty).

**Table 6: Regression Analysis for Consumer Satisfaction Impact on Brand Loyalty**

Independent Variable	Dependent Variable	Regression Coefficient ( $\beta$ )	p-value
Consumer Satisfaction	Brand Loyalty	0.75	0.001

Source: -Primary Data Collected by Researcher

A simple linear regression analysis was conducted to examine the impact of consumer satisfaction on brand loyalty. The regression coefficient ( $\beta$ ) for consumer satisfaction was **0.75** with a **p-value of 0.001**, which is highly significant. Given that the p-value is less than 0.01, we can conclude that **consumer satisfaction significantly influences brand loyalty**. Therefore, the **null hypothesis is rejected**, and the alternative hypothesis is accepted. This suggests that higher levels of consumer satisfaction are strongly associated with increased brand loyalty, reinforcing the importance of maintaining customer satisfaction to build long-term loyalty.

### **Hypothesis 3: Consumer engagement positively influences brand loyalty.**

- **Null Hypothesis ( $H_0$ ):** Consumer engagement does not significantly influence brand loyalty. (There is no positive impact of consumer engagement on brand loyalty).

**Table 7: Regression Analysis for Consumer Engagement Impact on Brand Loyalty**

Independent Variable	Dependent Variable	Regression Coefficient ( $\beta$ )	p-value
Consumer Engagement	Brand Loyalty	0.60	0.002

Source: -Primary Data Collected by Researcher

To test this hypothesis, a regression analysis was performed to assess the impact of consumer engagement on brand loyalty. The regression coefficient for consumer engagement was **0.60** with a **p-value of 0.002**. The p-value is less than 0.01, indicating that the relationship between consumer engagement and brand loyalty is statistically significant. As a result, the **null hypothesis is rejected**, and the alternative hypothesis is accepted. This means that higher levels of consumer

engagement are positively related to stronger brand loyalty, suggesting that brands should invest in strategies that enhance consumer engagement to build loyalty.

**Hypothesis 4: There is a significant difference in satisfaction levels across different age groups.**

- **Null Hypothesis (H<sub>0</sub>):** There is no significant difference in satisfaction levels across different age groups. (Satisfaction levels are the same across all age groups).

**Table 8: ANOVA for Satisfaction Level Differences Across Age Groups**

Age Group	Mean Satisfaction Score	F-value	p-value
18-30 years	3.75	4.23	0.041
31-45 years	4.05		
46-60 years	3.45		
60+ years	3.50		

Source: -Primary Data Collected by Researcher

To test this hypothesis, an ANOVA (Analysis of Variance) test was conducted to assess whether satisfaction levels differed significantly among the various age groups. The results revealed an **F-value of 4.23** with a **p-value of 0.041**, which is less than the 0.05 significance level, indicating a significant difference in satisfaction levels across age groups. Post-hoc tests showed that satisfaction was significantly higher for the 31-45 age group compared to the 46-60 age group. Therefore, the **null hypothesis is rejected**, and the alternative hypothesis is accepted. This indicates that age does play a role in influencing satisfaction levels, with younger and middle-aged consumers reporting higher satisfaction compared to older age groups.”



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## 5. Discussion

This research unveils crucial perspectives on how consumer involvement contributes to the cultivation of brand allegiance, particularly in the swiftly evolving Delhi-NCR area. The findings clearly indicate that consumer involvement serves as a vital catalyst for brand contentment, which subsequently affects brand allegiance. This resonates with the viewpoints presented by Hollebeek (2011) and Pansari and Kumar (2017), who emphasize the significance of consumer involvement in enhancing emotional and intellectual connections with a brand, which ultimately leads to increased consumer loyalty.

The examination's findings uncovered a robust positive relationship between consumer involvement and brand contentment, indicating that heightened consumer engagement with a brand correlates with increased levels of satisfaction. This is consistent with earlier studies conducted by Vivek, Beatty, and Morgan (2012), who highlighted that involved consumers do not merely receive brand messages passively; rather, they engage actively with brands, cultivating a more profound emotional bond that ultimately boosts satisfaction levels. Our discoveries intriguingly underscore the pivotal function of satisfaction, affirming the theory that elevated satisfaction levels contribute to enhanced loyalty. This aligns with the findings of Song, Wang, and Han (2019), who illustrated that satisfaction acts as an essential connection between engagement and loyalty. Moreover, the findings from the regression analysis and ANOVA demonstrate that consumer involvement and contentment are crucial factors influencing brand loyalty. The research validated that the involvement of consumers has a direct effect on their allegiance to brands, indicating that increased levels of engagement result in enhanced loyalty. This aligns with the findings of Hollebeek (2011), which demonstrated that heightened consumer engagement contributes to enhanced brand loyalty. This holds significant importance in the current digital environment, where individuals interact with brands across a multitude of channels, including social media, mobile applications, and online customer support platforms. Strategies for digital engagement enable brands to customize their messaging and cultivate deeper connections with consumers, thereby enhancing loyalty even further.

Furthermore, the research highlights the significance of demographic elements in influencing consumer behavior, revealing that younger individual aged 18 to 45 exhibit greater engagement and satisfaction levels. This discovery aligns with the work of Hansen and Jensen (2009), who highlighted that younger, technologically adept consumers are more likely to interact with brands through digital channels. Considering that the Delhi-NCR area boasts a vast, varied, and digitally linked populace, grasping these demographic inclinations is essential for marketers seeking to craft tailored and impactful engagement approaches. The research offers significant perspectives on consumer involvement and brand allegiance, while also underscoring the increasing necessity of fostering trust and ensuring safety. Cengiz (2010) along with Maqableh, Hmoud, & Jaradat (2021) emphasize that trust and security play crucial roles in fostering brand loyalty, especially within service industries such as banking and e-commerce. Within the realm of Delhi-NCR, where digital services and e-commerce are experiencing remarkable growth, it is imperative for brands to guarantee that they deliver secure and dependable services to uphold consumer confidence and allegiance.

To sum up, the research underscores the notion that active consumer involvement is crucial for cultivating enduring brand allegiance. The beneficial effects of involvement on contentment, which in turn enhances allegiance, carry considerable consequences for enterprises, particularly in a vibrant marketplace such as Delhi-NCR. By concentrating on improving consumer involvement—via tailored interactions, enthusiastic participation in brand-centric events, and nurturing emotional bonds—brands can develop a devoted clientele. Additionally, it is essential for marketers to consider the diverse demographic differences and customize their approaches to address the unique requirements of various consumer segments. The results of this research enhance the extensive understanding of consumer-brand dynamics and provide practical recommendations for companies aiming to bolster their brand allegiance via impactful engagement strategies. The growing trend of digital consumer behavior necessitates a flexible strategy for engaging with customers. Companies that weave together engagement tactics with their customer support, promotional activities, and sales initiatives will find themselves in a stronger position to succeed in a progressively competitive market landscape (Ehigie, 2006; Ji, & Wood, 2007; Vivek et al., 2012; Kim & Ma, 2014; Dapena-Baron, Gruen & Guo. 2020; Hallencreutz, & Parmler,

2021; Gull, Ahmed & Warraich, 2022). As we progress, it is crucial for companies to consistently evolve and enhance their interaction approaches to guarantee they stay pertinent and foster enduring brand allegiance (Patterson, Yu & Ruyter 2006).

## 6. Conclusion

This research offers significant perspectives on how consumer involvement contributes to the development of brand allegiance. The study affirms that when consumers are actively engaged, it results in increased satisfaction, which subsequently impacts their loyalty, thereby enhancing the current body of knowledge in brand management. The results indicate that companies ought to prioritize cultivating more profound connections with their clientele, especially in today's digital landscape, where such engagement can greatly impact brand image and customer loyalty. When crafting engagement strategies, marketers ought to take into account demographic elements, given that younger consumers often exhibit elevated levels of involvement and contentment. In summary, the research underscores the significance of a deliberate emphasis on customer involvement as a strategy to bolster brand allegiance and propel sustained business achievement.

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