

EFFECT OF PRODUCT QUALITY ON CONSUMER BRAND LOYALTY IN IJEBU NORTH LOCAL GOVERNMENT AREA, OGUN STATE, NIGERIA

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Abstract

This study examines the effect of product quality on consumer brand loyalty, focusing on consumers aged 18 and above in Ijebu North Local Government Area, Ogun State, Nigeria. Utilizing a descriptive research design and a sample of 100 respondents selected through convenience sampling, the research employed structured questionnaires to gather primary data. The findings analyzed using descriptive statistics and regression analysis, reveal a significant positive relationship between product quality and consumer brand loyalty. Key product quality dimensions such as durability, functionality, and perceived value were found to influence customer satisfaction, trust, and repeat purchasing behavior. The results support existing theoretical frameworks including the Expectancy- Disconfirmation Theory and Brand Equity Theory, confirming that higher product quality leads to stronger emotional attachment and long-term loyalty to brands. The study concludes that product quality is a critical determinant of brand loyalty and recommends that business prioritize continuous quality enhancement, maintain consistent quality standards, and actively gather customer feedback to guide product improvements. By doing so organizations can foster long-term customer relationships, increase repeat purchases, and strengthen their competitive position in the market. These insights are particularly valuable for brand managers and marketers seeking to build and sustain customer loyalty in a highly competitive environment

Keyword: *Product, Consumer, Quality, Satisfaction, Performance*

Introduction

In today's competitive environment, product quality plays a pivotal role in shaping consumer perceptions, satisfaction, and loyalty. Consumer brand loyalty has become a critical asset for companies aiming to secure long-term success, and product quality is often

regarded as one of its influential determinants (Hornburg *et al.*, 2015, Mohammad *et al.*, 2018). In essence, brand loyalty has become the main goal or aim of all organizations. Organizations have realized that when customers are loyal to their brand, it provides the organization with a consistent source of

income leading to higher profit. As consumers are faced with a growing range of options in almost every industry, they tend to favor brands that offer consistently high-quality products, which in turn fosters loyalty (Keller, 2016). In particular, high product quality creates a strong foundation for emotional attachment to a brand, which has been shown to drive repeat purchasing behaviors and positive word-of-mouth (Kim *et al.*, 2019).

Product quality is a multifaceted concept that includes both functional and emotional attributes. Functional quality refers to the tangible aspects of a product, such as its reliability, durability, and performance, while emotional quality includes the aesthetic and sensory aspects, like design, packaging, and overall consumer experience (Sweeny and Soutar, 2015). Recent studies have demonstrated that consumers' perceptions of product quality significantly influence their satisfaction levels, which in turn affect their loyalty to a brand (Yu and Dean, 2017). When consumers perceive a product to meet or exceeds their expectations, it creates a sense of trust and satisfaction, strengthening the consumer's commitment to the brand (Fornell *et al.*, 2016).

Several theories have been proposed to explain the connection between product quality and brand loyalty. The Expectancy-Disconfirmation Theory, for example, posits that when a product's performance surpasses or aligns with consumer expectations, it leads to higher satisfaction, which directly influences loyalty (Oliver, 2014). In a similar vein, the Brand Trust and Satisfaction Model suggests that product quality fosters trust, which is central to consumer loyalty (Chaudhuri and Holbrook, 2016). In

highly competitive industries, product quality often serves as a crucial differential factor, providing brands with a competitive edge and contributing to sustained consumer loyalty (Kumar and Shah, 2020).

Consumer loyalty can occur because of the commitment from customers to a brand, store, supplier through a positive attitude and a reflection in repeated purchasing activities, because according to (Sambo *et al.*, 2015), customer loyalty is a very important asset for a company and how to get it is also difficult, because the emergence of consumer loyalty can arise from 2 aspects, namely: loyalty from brands and stores (Park *et al.*, 2021). Loyalty can be achieved not only with the 4 p's marketing mix, namely product, price, place, and promotion but also with people, the process, the programs carried out and performance (Kim *et al.*, 2019).

Thus, understanding how variations in product quality affect consumer brand loyalty is essential for marketers seeking to build strong, lasting relationships with customers. Additionally, the implications of this research are far-reaching. If product quality is found to be a significant driver of brand loyalty, businesses may need to reassess their strategies, prioritizing quality improvements over other market tactics. This could lead to enhanced customer satisfaction, repeat purchases, and ultimately, increased profitability.

Aim and objectives of the study

The broad of this study is to examine the effect of product quality on consumer brand loyalty in Ijebu North Local Government Area, Ogun State, Nigeria. The specific objectives are to:

- i. assess in what way product quality affects consumer brand loyalty.

- ii. determine the extent to which product quality affects consumer brand loyalty.
- iii. explore the relationship between product quality and brand loyalty.

Research Hypothesis

H₁: Product quality does not significantly affect consumer brand loyalty.

H₂: There is no significant relationship between product quality and consumer brand loyalty.

Methodology

Study Area

The study was conducted in Ijebu North Local Government Area, Ogun State, Nigeria.

Research Design

The study adopted a descriptive research design to explore and understand the effect of product quality on consumer brand loyalty. This design provided a comprehensive understanding of the effect of product quality on consumer brand loyalty. Descriptive research helped in identifying patterns, trends, and relationship within the data without manipulating any variables.

Population

The population of this study consisted of all consumers aged 18 and above in Ijebu North local Government Area, Ogun State, Nigeria which is above 222,823.

Sample Size and Sampling Techniques

A sample size of 100 respondents was selected using a convenience sampling technique. This technique allowed for the selection of respondents who were easily accessible and willing to participate in the study.

Methods of Data Collection

This study employed Google forms, a secure online survey platform, to collect data from 100 consumers selected for the

sample. The survey was administered via a secure, password-protected website, accessible to participants via a link sent via SMS or email, ensuring the confidentiality and security of participant data. The questionnaire consisted of structured questions aimed at gathering information about consumer brand loyalty and product quality perception. The collected data were analyzed using descriptive statistics and thematic analysis to identify key themes and patterns.

Research Instrument

The primary research instrument used in this study is a structured questionnaire. The questionnaire includes open-ended questions to capture qualitative data. The closed-ended questions are designed to collect specific information.

Validity of Research Instrument

The validity of the questionnaire was ensured through the scrutiny of the statements by the project supervisor and other experts to ensure that it adequately covers all relevant aspects of product quality and consumer brand loyalty.

Reliability of Research Instrument

The reliability of the questionnaire was ensured through a pilot test conducted among 20 respondents. The pilot test yielded a Cronbach's alpha coefficient of 0.8, indicating a high level of reliability.

Methods of Data Analysis

The data collected was analyzed using the combination of descriptive and inferential analysis. The analysis begins with descriptive statistics, which summarizes the demographic characteristics of the respondents. Means, standard deviations, frequencies, and percentage are used to provide an overview of the data. Inferential statistics were then used to examine the relationship between product quality and consumer brand loyalty.

Results and Discussion

Data in Table 1 presents the gender distribution of respondents in the 2025 Researcher Survey. Out of 100 participants, 62% identified as male and 38% as female. This distribution suggests

a gender imbalance in the sample, with a higher representation of male participants. This is in line with finding of Mohammed *et al.* (2018).

Table 1: Socio-Economic Characteristics of the Respondents

| Variable | Frequency | Percentage | Valid Percent | Cumulative Percentage |
|-------------------|-----------|------------|---------------|-----------------------|
| Gender | | | | |
| Male | 62 | 62 | 62 | 62 |
| Female | 38 | 38 | 38 | 100 |
| Age (years) | | | | |
| 18– 35 Years | 77 | 77 | 77 | 77 |
| 36-50 Years | 18 | 18 | 18 | 95 |
| 51 and above | 5 | 5 | 5 | 100 |
| Educational Level | | | | |
| WAEC/OND | 37 | 37 | 37 | 37 |
| HND/BSc. | 53 | 53 | 53 | 90 |
| MSc. | 7 | 7 | 7 | 97 |
| None | 3 | 3 | 3 | 100 |
| Occupation | 20 | 20 | 20 | 20 |
| Employed | | | | |
| Unemployed | 6 | 6 | 6 | 26 |
| Self-employed | 13 | 13 | 13 | 39 |
| Student | 60 | 60 | 60 | 99 |
| Others | 1 | 1 | 1 | 100.0 |
| Total | 100 | 100 | 100 | |

Age distribution of respondents in the study showed that the majority of participants (77%) fall within the 18–35 years age group, indicating a predominantly young population. This is followed by 18% aged between 36 and 50 years, and only 5% aged 51 and above. The cumulative percentages show a progressive increase, reaching 100%, confirming that all age data is valid and accounted for. This distribution suggests that the study sample is largely composed of younger individuals.

Educational qualifications of the respondents revealed that the majority (53%) hold HND or BSc. degrees, indicating a well-educated sample with

tertiary-level qualifications. This is followed by 37% who possess WAEC or OND, representing individuals with secondary or diploma-level education. A smaller portion (7%) has attained a Master’s degree (MSc.), suggesting limited representation of postgraduate qualifications in the sample. Notably, 3% of the respondents reported having no formal education, highlighting a minimal yet significant group that may face educational or socio-economic challenges. This is also in line with the findings of Omukaga *et al.*, 2016, Ramdhani *et al.*, 2017).

Occupational distribution of the respondent showed that with the majority

(60%) identified as students, indicating that a significant portion of the sample is still in the process of acquiring formal education or training. This is followed by 20% employed, suggesting a fair representation of individuals actively participating in the workforce. Additionally, 13% are self-employed, reflecting a level of entrepreneurial activity among the respondents. A smaller group, 6%, are unemployed, while only 1% fall under the "Others" category, which may include a retiree, a homemaker, or an individual not fitting the listed classifications.

Analyses and Interpretation of the Question Relating to Product Quality

The findings in Table 2 revealed the respondents' perceptions of the statement,

"High-quality products make me feel confident in my purchasing decisions." A large majority, 69%, strongly agree with the statement, while another 28% agree, indicating that 97% of respondents generally associate product quality with increased confidence in their buying choices. Only 3% remain neutral, suggesting minimal indecision on the matter. Notably, just 1% disagree, and none strongly disagree, reflecting an overwhelmingly positive sentiment toward the influence of product quality on consumer confidence. This suggests that high product quality plays a crucial role in shaping customer trust and satisfaction, which could be essential for brand loyalty and repeat purchases.

Table 2: Likert Scale Measurements showing Product Quality

| Variable | Frequency | Percentage | Valid Percentage | Cumulative Percentage |
|--|-----------|------------|------------------|-----------------------|
| High-quality products make me feel confident in my purchasing decisions | | | | |
| Strongly agree | 69 | 69 | 69 | 69 |
| Agree | 28 | 28 | 28 | 97 |
| Neutral | 3 | 3 | 3 | 100 |
| Disagree | 1 | 1 | 1 | 100 |
| Strongly disagree | 0 | 0 | 0 | 100 |
| Product quality has a significant impact on my satisfaction with a brand | | | | |
| Strongly agree | 61 | 61 | 61 | 61 |
| Agree | 38 | 38 | 38 | 99 |
| Neutral | 1 | 1 | 1 | 100 |
| Disagree | 0 | 0 | 0 | 100 |
| Strongly disagree | 0 | 0 | 0 | 100 |
| A product's durability is key indicator of its quality | | | | |
| Strongly agree | 66 | 66 | 66 | 66 |
| Agree | 12 | 12 | 12 | 78 |
| Neutral | 4 | 4 | 4 | 82 |
| Disagree | 2 | 2 | 2 | 84 |
| Strongly disagree | 16 | 16 | 16 | 100 |
| A product's features and functionality are essential in determining its quality | | | | |
| strongly agree | 47 | 47 | 47 | 47 |
| Agree | 39 | 39 | 39 | 86 |
| Neutral | 11 | 11 | 11 | 97 |
| Disagree | 2 | 2 | 2 | 99 |
| strongly disagree | 1 | 1 | 1 | 100 |
| I consider product quality to be an important factor when making a purchase | | | | |
| Strongly agree | 60 | 60 | 60 | 60 |

| | | | | |
|--|-----|-----|-----|-----|
| Agree | 37 | 37 | 37 | 97 |
| Neutral | 2 | 2 | 2 | 99 |
| Disagree | 1 | 1 | 1 | 100 |
| Strongly disagree | 0 | 0 | 0 | 100 |
| <hr/> I believe that my preferred brand prioritizes quality over quantity in their products. | | | | |
| Strongly agree | 42 | 42 | 42 | 42 |
| Agree | 46 | 46 | 46 | 88 |
| Neutral | 7 | 7 | 7 | 95 |
| Disagree | 5 | 5 | 5 | 100 |
| Strongly disagree | 0 | 0 | 0 | 100 |
| <hr/> I believe that the quality product of my preferred brand is consistently high | | | | |
| Strongly agree | 42 | 42 | 42 | 42 |
| Agree | 46 | 46 | 46 | 88 |
| Neutral | 7 | 7 | 7 | 95 |
| Disagree | 5 | 5 | 5 | 100 |
| strongly disagree | 0 | 0 | 0 | 100 |
| <hr/> I am likely to switch to a different brand if the product quality is poor. | | | | |
| Strongly agree | 58 | 58 | 58 | 58 |
| Agree | 38 | 38 | 38 | 96 |
| Neutral | 4 | 4 | 4 | 100 |
| Disagree | 0 | 0 | 0 | 100 |
| strongly disagree | 0 | 0 | 0 | 100 |
| <hr/> Product quality is more important to me than price when making a purchase | | | | |
| Strongly agree | 44 | 44 | 44 | 44 |
| Agree | 40 | 40 | 40 | 84 |
| Neutral | 9 | 9 | 9 | 93 |
| Disagree | 5 | 5 | 5 | 98 |
| Strongly disagree | 2 | 2 | 2 | 100 |
| Total | 100 | 100 | 100 | |

The finding presents respondents' views on the statement, "Product quality has a significant impact on my satisfaction with a brand." A combined total of 99% of respondents agree with this sentiment - 61% strongly agree and 38% agree - indicating a near-unanimous recognition of the importance of product quality in shaping brand satisfaction. Only 1% remains neutral, and none of the respondents disagreed or strongly disagreed, suggesting a strong consensus across the sample. This finding highlights the critical role product quality plays in consumer satisfaction and suggests that maintaining high-quality standards is essential for building and sustaining positive brand relationships.

On the respondents' opinions on the statement, "A product's durability is a key

indicator of its quality." A majority of 66% strongly agrees, and 12% agree, totaling 78% of respondents who affirm that durability significantly reflects product quality. Meanwhile, 4% remain neutral, 2% disagree, and a notable 16% strongly disagree, indicating some divergence in opinion. Although the overall sentiment leans strongly in favor of durability as a measure of quality, the 16% who strongly disagree suggests that a portion of respondents may consider other factors - such as design, performance, or brand reputation - as equally or more important in determining quality. This variation highlights the complexity of consumer perceptions when evaluating product attributes.

The responses to the statement, "A product's features and functionality are

essential in determining its quality." A significant majority of respondents support this view, with 47% strongly agreeing and 39% agreeing, totaling 86% who recognize features and functionality as key indicators of quality. Additionally, 11% remain neutral, while only a small minority - 2% disagree and 1% strongly disagree - express dissent. This distribution indicates strong consumer emphasis on practical aspects of a product when assessing its quality, suggesting that manufacturers and brands should prioritize performance and functionality to meet customer expectations and maintain competitive advantage.

Responses to the statement, "I consider product quality to be an important factor when making a purchase", is presented. An overwhelming majority of respondents - 60% strongly agree and 37% agree, totaling 97% - indicate that product quality significantly influences their purchasing decisions. Only 2% remain neutral, and just 1% disagree, with no respondents strongly disagreeing. This strong consensus underscores the critical role product quality plays in consumer behavior, suggesting that businesses aiming to attract and retain customers must prioritize high-quality standards in their offerings to remain competitive and meet buyer expectations.

Respondents' views on the statement that, "I believe that my preferred brand prioritizes quality over quantity in their products", is also presented in the Table 1. A strong majority support this sentiment, with 42% strongly agreeing and 46% agreeing, totaling 88% of respondents who perceive their preferred brand as quality-focused. An additional 7% remain neutral, while only 5% disagree, and none strongly disagree. This indicates a high

level of consumer trust in the quality commitment of their favored brands. The results suggest that most consumers value and recognize brands that emphasize product excellence over mass production, which can be a critical factor in fostering brand loyalty and long-term customer satisfaction.

Respondents' perceptions of the consistency of product quality from their preferred brand showed that a large majority - 42% strongly agree and 46% agree, totaling 88% - believe that their preferred brand consistently delivers high-quality products. Another 7% are neutral, and only 5% disagree, with no respondents strongly disagreeing. This strong consensus suggests that most consumers not only trust their preferred brand's quality but also believe it is reliably maintained over time. Consistency in product quality appears to be a key factor in sustaining consumer confidence and brand loyalty.

Finding in Table 1 revealed the respondents' attitudes toward brand loyalty in relation to product quality, specifically their likelihood of switching brands if quality is poor. A significant majority - 58% strongly agree and 38% agree, making a combined 96% - indicate they would consider changing brands if the quality does not meet expectations. Only 4% remain neutral, with no respondents disagreeing or strongly disagreeing. This indicates that product quality is a decisive factor in consumer retention. Brands that fail to maintain quality standards risk losing a substantial portion of their customer base, underscoring the importance of consistent quality in sustaining brand loyalty and competitiveness.

Views on the relative importance of product quality versus price in purchasing

decisions by respondents showed that majority - 44% strongly agree and 40% agree, totaling 84% - indicate that quality matters more than price. Meanwhile, 9% remain neutral, suggesting some indecision or context-dependent preferences. A small minority - % disagree and 2% strongly disagree - prioritize price

over quality. These results demonstrate that for most consumers, product quality is a more critical factor than cost when making buying decisions, highlighting the need for brands to invest in quality as a competitive advantage, even in price-sensitive markets.

Analyses and Interpretation of the Questions Relating to Consumer Brand Loyalty

Table 3: Likert Scale Measurements showing Consumer Brand Loyalty

| Variable | Frequency | Percentage | Valid Percentage | Cumulative Percentage |
|---|-----------|------------|------------------|-----------------------|
| I am loyal to brands that offer high-quality products. | | | | |
| Strongly agree | 65 | 65 | 65 | 65 |
| Agree | 31 | 31 | 31 | 96 |
| Neutral | 1 | 1 | 1 | 97 |
| Disagree | 3 | 3 | 3 | 100 |
| Strongly disagree | 0 | 0 | 0 | 100 |
| I recommend brands with high-quality products to friends and family. | | | | |
| strongly agree | 53 | 53 | 53 | 53 |
| Agree | 44 | 44 | 44 | 97 |
| Neutral | 3 | 3 | 3 | 100 |
| Disagree | 0 | 0 | 0 | 100 |
| strongly disagree | 0 | 0 | 0 | 100 |
| I am willing to continue purchasing from a brand that offers high-quality products. | | | | |
| Strongly agree | 64 | 64 | 64 | 64 |
| Agree | 34 | 34 | 34 | 98 |
| Neutral | 2 | 2 | 2 | 100 |
| Disagree | 0 | 0 | 0 | 100 |
| Strongly disagree | 0 | 0 | 0 | 100 |
| Product quality is a key factor that influences my loyalty to a brand | | | | |
| Strongly agree | 56 | 56 | 56 | 56 |
| Agree | 37 | 37 | 37 | 93 |
| Neutral | 7 | 7 | 7 | 100 |
| Disagree | 0 | 0 | 0 | 100 |
| Strongly disagree | 0 | 0 | 0 | 100 |
| I am willing to pay a slightly higher price for a brand's product compared to | | | | |
| Strongly agree | 46 | 46 | 46 | 46 |
| Agree | 39 | 39 | 39 | 85 |
| Neutral | 9 | 9 | 9 | 94 |
| Disagree | 6 | 6 | 6 | 100 |
| Strongly disagree | 0 | 0 | 0 | 100 |
| I would choose a brand's product even if other brands offered better promotions. | | | | |
| Strongly agree | 36 | 36 | 36 | 36 |
| Agree | 42 | 42 | 42 | 78 |
| Neutral | 15 | 15 | 15 | 93 |
| Disagree | 7 | 7 | 7 | 100 |
| Strongly disagree | 0 | 0 | 0 | 100 |
| I would encourage others to try a brand's product that offers high quality | | | | |
| Strongly agree | 60 | 60 | 60 | 60 |
| Agree | 36 | 36 | 36 | 96 |

| | | | | |
|--|-----|-----|-----|-----|
| Neutral | 3 | 3 | 3 | 99 |
| Disagree | 1 | 1 | 1 | 100 |
| Strongly disagree | 0 | 0 | 0 | 100 |
| I often talk positively about a brand that offers high quality products to others. | | | | |
| Strongly agree | 60 | 60 | 60 | 60 |
| Agree | 36 | 36 | 36 | 96 |
| Neutral | 3 | 3 | 3 | 99 |
| Disagree | 1 | 1 | 1 | 100 |
| Strongly disagree | 0 | 0 | 0 | 100 |
| I feel a strong connection to a brand that offers high quality products. | | | | |
| Strongly agree | 55 | 55 | 55 | 55 |
| Agree | 38 | 38 | 38 | 93 |
| Neutral | 5 | 5 | 5 | 98 |
| Disagree | 2 | 2 | 2 | 100 |
| strongly disagree | 0 | 0 | 0 | 100 |
| Is believe the higher price of a brand's product is justified by their quality. | | | | |
| Strongly agree | 42 | 42 | 42 | 42 |
| Agree | 31 | 31 | 31 | 73 |
| Neutral | 10 | 10 | 10 | 83 |
| Disagree | 9 | 9 | 9 | 92 |
| Strongly disagree | 8 | 8 | 8 | 100 |
| Total | 100 | 100 | 100 | |

Data in Table 3 illustrates respondents' brand loyalty in relation to product quality. A dominant majority - 65% strongly agree and 31% agree, totaling 96% - express loyalty to brands that deliver high-quality products. Only 1% are neutral, and 3% disagree, while no respondents strongly disagree. These findings suggest that quality is a primary driver of brand loyalty among consumers. Brands that consistently offer high-quality products are more likely to retain customers and foster long-term loyalty, reinforcing the strategic importance of maintaining quality standards to build and sustain strong customer relationships.

Respondents' willingness to recommend brands with high-quality products to friends and family was analyzed. A significant majority - 53% strongly agree and 44% agree, totaling 97% - are inclined to recommend high-quality brands to others. Only 3% remain neutral, with no respondents disagreeing or strongly disagreeing. This demonstrates that consumers who perceive a brand as

offering high-quality products are likely to act as brand advocates, recommending these brands to their social circles. Such positive word-of-mouth can be a powerful tool for brands, further emphasizing the importance of consistently delivering high-quality products to cultivate customer loyalty and enhance brand reputation.

The finding demonstrates respondents' willingness to continue purchasing from brands that offer high-quality products. A substantial majority - 64% strongly agree and 34% agree, making up 98% - indicate they are committed to continuing purchases from brands that maintain high product quality. Only 2% remain neutral, and no respondents disagree or strongly disagree. This highlights that product quality is a critical factor in driving repeat business, with most consumers expressing a strong intent to remain loyal to brands they perceive as consistently delivering high-quality products. The results emphasize the importance of maintaining quality to

ensure sustained customer retention and long-term sales.

Views on how product quality influences their loyalty to a brand. A significant majority - 56% strongly agree and 37% agree, totaling 93% - indicate that product quality is a key factor in their loyalty to a brand. Only 7% are neutral, and no respondents disagree or strongly disagree. This suggests that for most consumers, product quality plays a central role in fostering brand loyalty. Brands that consistently offer high-quality products are likely to build a strong, loyal customer base, highlighting the critical importance of maintaining high standards in product offerings to secure long-term customer relationships.

The result in Table 3 examines respondents' willingness to pay a slightly higher price for a product from a preferred brand. A significant portion - 46% strongly agree and 39% agree, totaling 85% - indicate they are willing to pay a premium for a brand's product, prioritizing factors beyond price. Meanwhile, 9% remain neutral, and 6% disagree, with no respondents strongly disagreeing. These results suggest that many consumers value product quality or brand reputation enough to pay more, reinforcing the importance of delivering high-quality products and maintaining a strong brand image. The findings highlight that a slight price premium can be justified for consumers who perceive added value in a brand's offerings.

Respondents' brand preference in the face of competing promotional offers revealed that a combined 78% of participants (36% strongly agree and 42% agree) indicate that they would still choose their preferred brand's product even if other brands offered better promotions. This demonstrates a strong sense of brand

loyalty and suggests that factors such as trust, perceived quality, and brand reputation outweigh short-term incentives for most consumers. Meanwhile, 15% remain neutral, and only 7% disagree, with no one strongly disagreeing. These results emphasize the power of brand equity and the importance of maintaining consistent quality and customer satisfaction to foster long-term loyalty.

The findings revealed the extent to which respondents are willing to recommend a high-quality brand to others. An overwhelming 96% of participants (60% strongly agree and 36% agree) indicate they would encourage others to try a brand's product that offers high quality. This suggests a strong level of consumer advocacy, where high product quality not only drives satisfaction but also motivates customers to become brand ambassadors. Only a minimal percentage (3% neutral and 1% disagree) refrain from such endorsement, highlighting that perceived product quality plays a significant role in word-of-mouth promotion and the broader influence of customer experience on brand growth.

Substantial majority of respondents (96%) frequently speak positively about brands that offer high-quality products - 60% *strongly agree* and 36% *agree*. This finding underscores the powerful influence of product quality on customer word-of-mouth behavior. Only a small minority (3% neutral, 1% disagree) do not consistently engage in such advocacy. The data suggests that consumers who perceive a brand as delivering high-quality products are highly likely to become vocal supporters, which can enhance brand reputation, foster customer trust, and attract new customers through informal recommendations.

Substantial majority of respondents feel a strong connection to brands that offer high-quality products. Specifically, 55% of the participants strongly agreed with this sentiment, while 38% agreed, bringing the total to 93% who expressed a positive emotional connection. Only 5% remained neutral, and 2% disagreed, with none strongly disagreeing. These results suggest that high product quality significantly contributes to building emotional bonds between consumers and brands, reinforcing the role of quality in driving brand loyalty and long-term customer engagement.

Majority of respondents believe the higher price of a brand's product is justified by its quality. Specifically, 42% strongly agreed and 31% agreed with this statement, totaling 73% with a positive perception. Meanwhile, 10% were neutral, and a combined 17% (9% disagreed and 8% strongly disagreed) did not believe the price was justified. These findings highlight that while most consumers recognize and accept the value of quality in relation to price, a notable minority remains skeptical about premium pricing, possibly due to budget constraints or differing perceptions of value.

Test of Hypotheses

Hypothesis One: Product quality does not significantly affect consumer brand loyalty.

Hypothesis Two: There is no significant relationship between product quality and consumer brand loyalty.

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .680 ^a | .778 | .803 | 2.61157 |

a. Predictors: (Constant), Product Quality
ANOVA^a

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 114.455 | 1 | 114.455 | 16.781 | .000 ^b |
| | Residual | 1350.420 | 98 | 6.820 | | |
| | Total | 1464.875 | 99 | | | |

a. Dependent Variable: Consumer Brand Loyalty

b. Predictors: (Constant), Product Quality
Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | Sig. |
|-------|-----------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | T | |
| 1 | (Constant) | 20.832 | 1.656 | | 12.577 | .000 |
| | Product Quality | .252 | .062 | .280 | 4.097 | .000 |

a. Dependent Variable: Consumer Brand Loyalty

The analysis of Hypothesis One, which posits that product quality does not significantly affect consumer brand loyalty, is grounded in the regression model provided. The model summary shows a relatively high R-value of 0.680,

indicating a moderate positive relationship between product quality and consumer brand loyalty. The R-squared value of 0.778 suggests that approximately 77.8% of the variation in consumer brand loyalty can be explained

by the predictor variable, product quality. This result challenges the assumption of Hypothesis One, as the data clearly indicates a strong relationship between the two variables.

The ANOVA table supports this interpretation by showing a significant F-statistic of 16.781 with a corresponding p-value of 0.000, which is far below the conventional significance threshold of 0.05. This indicates that the regression model as a whole is statistically significant, and that product quality is indeed a significant predictor of consumer brand loyalty. The residual sum of squares (1350.420) and regression sum of squares (114.455) further confirm that the model explains a considerable portion of the variance in the dependent variable, reinforcing the conclusion that product quality plays a key role in determining consumer loyalty.

When examining the coefficients table, the unstandardized coefficient for product quality is 0.252, which suggests that for every one-unit increase in product quality, consumer brand loyalty increases by 0.252 units. The standardized coefficient (Beta) of 0.280 provides further insight into the strength of this relationship, indicating a moderate positive effect of product quality on consumer brand loyalty. The t-value for product quality is 4.097, with a p-value of 0.000, signifying that the relationship between product quality and consumer brand loyalty is statistically significant at the 0.05 level.

In light of these findings, Hypothesis Two, which asserts that there is no significant relationship between product quality and consumer brand loyalty, is also rejected. The statistical evidence strongly supports the conclusion that product quality has a significant positive impact on

consumer brand loyalty, suggesting that consumers are more likely to remain loyal to brands that offer higher quality products. This aligns with existing literature that emphasizes the importance of product quality in fostering brand loyalty

Conclusion

In conclusion, this study provides compelling evidence that product quality exerts a significant positive influence on consumer brand loyalty among the studied population in Ijebu North Local Government Area, Ogun State, Nigeria. The statistical findings robustly demonstrate that higher product quality leads to increased consumer loyalty, highlighting the importance of product excellence as a key driver for building strong and lasting relationships with customers. These results underscore the strategic imperative for businesses to prioritize and invest in maintaining and enhancing product quality as a fundamental approach to fostering brand loyalty and achieving sustainable competitive advantage within the market.

Recommendations

In view of the outcomes, the review made the accompanying suggestions:

- **Prioritize and Invest in Quality Enhancement:** Businesses operating within the Ijebu North region should strategically focus on continuously improving their product quality. This investment is likely to yield significant returns in terms of enhanced customer loyalty and repeat purchases.
- **Maintain Consistent Quality Standards:** It is crucial for businesses to establish and adhere to stringent quality control measures to ensure consistent product performance. This

consistency will build trust and reliability in the eyes of consumers, further strengthening their loyalty to the brand.

- Communicate Quality Attributes to Consumers: Businesses should effectively communicate the quality attributes and benefits of their products to consumers. Highlighting superior quality can reinforce positive perceptions and further solidify brand loyalty.
- Conduct Regular Customer Feedback and Quality Assessments: Businesses should proactively seek customer feedback regarding product quality and conduct regular assessments to identify areas for improvement. This continuous improvement cycle will help maintain a competitive edge and strengthen customer loyalty over time.

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