



To Study the Role of Brand Loyalty on Gen-Z's Buying Behaviour of Mobile Phones in Ahmedabad City

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ABSTRACT

The current study investigates the relationship between consumer brand loyalty for mobile phones and demographic characteristics, specifically age. A structured questionnaire was administered to 150 respondents, and the data were analysed using SPSS software, including frequency distributions, reliability tests, and chi-square association tests. The 11 items assessing brand loyalty demonstrated strong internal consistency, as indicated by a Cronbach's Alpha value of 0.817. The majority of respondents were male (60%), between the ages of 18 and 25 (50%), and graduates (51.3%), according to the frequency analysis. To investigate the relationship between age and different aspects of brand loyalty, crosstab and chi-square analyses were carried out. Age and (i) faith in the quality of the favored brand ($p = 0.014$), (ii) the impact of positive reviews and word-of-mouth on loyalty ($p = 0.018$), and (iii) hesitancy to move to another brand ($p = 0.007$) were shown to be strongly correlated. According to these results, older consumers exhibit more consistent loyalty patterns, whereas younger consumers are more impacted by peer ratings and have an emotional bond with reputable companies. Age did not significantly correlate with other criteria like price sensitivity, after-sales service, or social media influence. The study's findings highlight the necessity for marketers to adjust their branding and communication methods in accordance with demographic profiles, even while brand loyalty is present across age groups and its determinants differ with age

INTRODUCTION

Generation Z- (Gen Z) is emerging as a critical demographic for marketers in dynamic landscape of consumer behaviour (Vidani, 2015). Generation Z are individuals born between the mid 1990's and early 2010's and are characterized by digital fluency, heightened social consciousness and rapidly evolving expectations, especially in the context of technology and mobile phone consumption (Solanki & Vidani, 2016). Businesses need to understand what drives their brand preferences and loyalty making it essential for Organisations aiming to thrive in a saturated and competitive mobile phone market (Vidani & Solanki, 2015). This research focuses specifically on the buying behaviour of Gen Z consumers in Ahmedabad, a growing urban centre in India, and examines how brand loyalty influences their purchasing decisions in mobile phone segment (Vidani, 2015).

Brand loyalty denotes a consumer's emotional or psychological attachment to a brand, often leading to repetitive purchases and resistance to switching, even when faced with competitive offerings and has long been considered a crucial factor in consumer decision-making (Bhatt, Patel, & Vidani, 2017). Brand loyalty is shaped by several interrelated factors, including product quality, brand trust, social media presence, and perceived sustainability for Generation Z (Modi, Harkani, Radadiya, & Vidani, 2016). Previous studies have indicated that Gen Z consumers often seek authenticity and purpose in brands, showing loyalty to those that align with their values and deliver consistently positive experiences (Ghosh & Bhattacharya, 2022). For example, trust and emotional attachment were found to be significant predictors of brand loyalty among Indian Gen Z consumers (Dhere, Vidani, & Solanki, 2016).

Artificial intelligence (AI) and emerging technologies have also additionally begun influencing brand trust and loyalty (Niyati & Vidani, 2016). As (Guerra-Tamez et al. 2024) noted, the interaction of Gen Z with AI- driven platforms enhances their brand trust, which in turn boosts purchasing decisions. This highlights the importance of digital touchpoints and interactive experiences in shaping consumer-brand relationships. Similarly, the role of online brand experience, brand image, and trust were identified as dominant factors affecting Gen Z's intention to purchase sustainable technological products (Theocharis & Tsekouropoulos, 2025). These findings underscore the significance of building a trustworthy and engaging brand image, particularly in tech and mobile phone market.

Particularly the Smartphone industry faces the challenge of brand switching behaviour, which varies across generational cohorts (Solanki & Vidani, 2016). While older generations, such as Gen X, display higher brand loyalty, younger consumers like Millennials and Gen Z are more likely to switch based on evolving preferences, digital influence, or product innovation (Korry & Suartini, 2018). With Gen Z consumers considering the perceived quality and brand image associated with products from certain countries, factors such as country of origin also play a role especially in the case of Chinese mobile phones in India (Anusha et al., 2020).

The aims of current study are to investigate how brand loyalty shapes mobile phone buying behaviour among Gen Z consumers in Ahmedabad. This research seeks to provide actionable insights for marketers and smartphone brands targeting this crucial demographic by exploring interplay of factors such as brand trust, digital engagement, product perception, and sustainability.

Research Gap

1. Context-Specific Understanding: Most studies focused on broad generational behaviour across India or Globally. Only a few addressed city specific contexts like Ahmedabad, where purchasing power, peer influence, and brand availability may shape behaviour differently.
2. Mobile Phone as Semi-Luxury: For Gen Z they often serve as a status symbol, even though mobile phones are not luxury items per se, merging elements of luxury branding with functional technology.
3. Switching vs Loyalty Tension: Gen Z's exhibit openness to experimentation suggesting a paradox-they value brand trust and loyalty but also display high brand switching tendencies, especially during launch of new models.
4. AI and Digital Marketing: Although AI has been shown to play a part in fostering trust, nothing is known about how it specifically affects the Indian mobile phone market.
5. Sustainability and COO Trade-offs: In locations like Ahmedabad, Gen Z tends to balance perceptions of sustainability and COO when choosing brands, however more study is needed.

The examined literature emphasizes how brand trust, emotional attachment, digital engagement, and sustainability drive Gen Z's purchasing behaviour in the mobile phone industry. These aspects are controlled by COO and peer influence. Brand loyalty is both a desire and a negotiation for Ahmedabad's Gen Z, who demand stability in reliable brands but are also influenced by social media trends, cutting-edge features, and reasonably priced alternatives.

Therefore, researching how brand loyalty influences Gen Z's mobile phone purchasing decisions in Ahmedabad is a useful chance to incorporate knowledge from luxury branding, AI-driven trust, generational switching patterns, sustainability, and COO effects into a framework tailored to the local context. In addition to broadening theoretical knowledge, this offers practical advice for mobile phone marketers doing business in India's fiercely competitive urban marketplaces.

Research Objectives

1. To examine the awareness and perception of mobile phone brands among Gen Z consumers in Ahmedabad city.
2. To analyse the influence of key factors such as product quality, pricing, after-sales service, and brand trust on Gen Z's brand loyalty towards mobile phones.
3. To assess the impact of social media, digital marketing, peer influence, and word of mouth on Gen Z's preference and loyalty towards mobile phone brands.

4. To evaluate the overall level of brand loyalty among Gen Z mobile phone users and test the association between different age groups within Gen Z and their responses towards loyalty factors.

LITERATURE RIVIEW

Several antecedents ranging from emotional attachment and corporate social responsibility (CSR) to the role of artificial intelligence (AI), country of origin and sustainability are highlighted by reviewing existing studies on Gen Z's brand loyalty. By examining these diverse perspectives, this literature review builds a comprehensive understanding of role of brand loyalty in Gen Z's purchasing behaviour, with particular focus and relevance on mobile phone market.

1.Brand Loyalty and Gen Z in India

(Ghosh & Bhattacharya, 2022) Among Gen Z consumers in India this study investigates antecedents of brand loyalty, emphasizing constructs such as brand attachment and brand trust. The findings reveal that brand attachment-a consumer's emotional connection to a brand-and brand trust-belief in a brand's reliability and authenticity-are pivotal drivers of loyalty. Furthermore, brand trust mediates the relationship between attachment and loyalty, indicating that emotional attachment must be reinforced with credibility to result in long term commitment. Refreshingly, the study also highlights CSR and sustainability attributes as positive but secondary factors in brand attachment, while product attributes, brand attributes, and social media engagement play stronger roles.

A. Relevance to Mobile Phone Market

Mobile phones may not always fall into the luxury category, they serve as identity markers and status symbols, making attachment and trust essential, similar to luxury products, but parallels can be drawn for Gen Z in Ahmedabad. Gen Z who actively engages with smartphone brands through platforms like Instagram, YouTube, Facebook, and Snapchat makes social media engagement especially important. Moreover, as seen in Apple's carbon neutrality campaigns and Fairphone's ethical sourcing, CSR and sustainability-though less influential than functional features-are becoming more visible in consumer discourse.

2.AI's influence in Brand Trust and Purchasing Behaviour

(Guerra-Tamez et al.,2024) Artificial intelligence (AI) influences Gen Z's purchasing decisions across multiple industries, this study explores the how behind it. It finds that AI exposure, attitudes toward AI, and perceived AI accuracy significantly enhance brand trust, which in turn strengthens purchasing decisions. Moreover, flow experience-a state of seamless and engaging interaction with AI tools-acts as a mediator between trust and decision making.

B. Relevance to Mobile Phone Market

Mobile phone brands are increasingly relying on AI-driven personalization, such as recommendation engines, virtual assistants, and customer service chatbots. Interactions with AI-powered brand platforms (e.g., personalized product suggestions on E-commerce platforms like Flipkart or Amazon, or chat-based support from Apple and Samsung) may strengthen brand trust and loyalty for Gen Zs across Ahmedabad. AI-driven personalization in a

tech-oriented consumer segment could differentiate one brand from another, reducing brand switching behaviour.

2. Brand Switching in Mobile Phone Market: Millennials vs Gen X

(Korry and Suartini, 2018) Factors influencing brand switching behaviour between Millennials and Gen X in the mobile phone market are examined in this research. Results indicate that for Gen X, product quality and price are main drivers of switching, while for Millennials, brand image holds greater influence with electronic word of mouth (eWOM) playing a significant role.

Relevance to Gen Z and Ahmedabad

Given that this study does not cover Gen Z directly, it provides important generational insights. Gen Z, being younger than Millennials, are likely even more influenced by brand image and digital word-of-mouth due to their dependence in online reviews, influencers, and social media endorsements. Gen Z's brand loyalty is fragile as they are open to experimenting with new models or brands if social proof signals positive value for mobile phones in Ahmedabad. Unlike Gen X, price sensitivity is often secondary to aesthetics, innovation, and peer perception.

3. Sustainability and Branding Dimension for Gen Z

(Theocharis & Tsekouropoulos, 2025) Gen Z are positioned as environmentally conscious consumers and highlights sustainable consumption in technology markets in this study. Online brand experience, brand image, brand trust, and brand loyalty are emphasized as key predictors of purchase intention for sustainable technological products. Awareness and knowledge contribute positively; brand engagement and behavioural intention show weaker impacts.

Relevance to Mobile Phone Market

Nowadays, mobile phone brands are increasingly emphasizing eco-friendly practices-for example, removing chargers to reduce e-waste (Apple, Samsung) or using recycled materials for packaging in Ahmedabad. Gen Z are more receptive to such efforts, provided they are communicated transparently online, being sustainability aware. Importance of online brand experience-a dimension especially relevant for digital native Gen Z consumers who engage with brands primarily via websites, apps, and social media before purchase are also highlighted in the study.

4. Country of Origin and Gen Z's Mobile Phone Choices

(Anusha et al., 2020) The Country of Origin (COO) influences Gen Z's purchase intentions towards Chinese mobile phones in India and the study investigates the same. Findings point that COO significantly impacts brand loyalty, purchase intention, and perceived quality. Despite Chinese products being stereotyped negatively, Gen Z consumers still display willingness to purchase Chinese phones (e.g., Xiaomi, Oppo, Vivo, Realme) as these brands often combine affordability with advanced features.

A. Relevance to Ahmedabad Market

Like many Indian cities, Ahmedabad has a strong market presence of Chinese smartphones, which dominate the mid-price segment. Gen Z consumers balance COO perceptions with functional benefits (camera quality, battery life, gaming performance) and peer influence. While some nationalistic sentiments

may discourage Chinese products, these concerns are often overridden by affordability and innovative features. This suggests that COO plays a moderating role: it influences loyalty but does not fully deter purchases if other brand attributes align with Gen Z's expectations.

Hypothesis

H1 There is a significant association between Age and preference for buying mobile phones of the same brand previously used.

H2 There is a significant association between Age and Brand loyalty influencing decision more than price discounts.

H3 There is a significant association between Age and Trust in the quality of preferred mobile brand over others.

H4 There is a significant association between Age and Positive reviews & word-of-mouth strengthening loyalty.

H5 There is a significant association between Age and Social media presence influencing buying decision.

H6 There is a significant association between Age and Feeling emotionally attached to the mobile brand used.

H7 There is a significant association between Age and Willingness to pay higher price for preferred brand.

H8 There is a significant association between Age and Recommending preferred mobile brand to friends/family.

H9 There is a significant association between Age and Feeling uncertain or hesitant about switching to another brand.

H10 There is a significant association between Age and After-sales service increasing brand loyalty.

H11 There is a significant association between Age and Innovative features strengthening brand loyalty.

Table 1. Validation of Questionnaire

All Statements with scale	
I usually prefer buying mobile phones of the same brand I previously used.	(Solanki & Vidani, 2016)
Brand loyalty influences my decision more than price discounts.	(Pradhan, Tshogay, & Vidani, 2016)
I trust the quality of my preferred mobile brand over others.	(Biharani & Vidani, 2018)
Positive reviews and word-of-mouth strengthen my loyalty towards a brand.	(Vidani & Plaha, 2017) (Rathod, Meghrajani, & Vidani, 2022)
Social media presence of a brand influences my buying decision.	(Sharma & Vidani, 2023)
I feel emotionally attached to the mobile brand I use.	(Vidani, Das, Meghrajani, & Singh, 2023) (Vidani & Dholakia, 2020)
I am willing to pay a higher price for my preferred brand.	(Bansal, Pophalkar, & Vidani, 2023)

I recommend my preferred mobile brand to friends and family.	(Saxena & Vidani, 2023)
Switching to another brand makes me feel uncertain or hesitant.	(Sachaniya, Vora, & Vidani, 2019)
The after-sales service of a brand increases my loyalty towards it.	(Chaudhary, Patel, & Vidani, 2023)
Innovative features of a brand's new models strengthen my loyalty.	(Modi, Harkani, Radadiya, & Vidani, 2016) (Singh & Vidani, 2016)

Source: Author's Compilation

METHODOLOGY

Table 2. Research Methodology

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended
Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	150
Survey Area	Ahmedabad
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

Source: Author's compilation

Demographic Summary

With 60% of the 150 participants being men and 40% being women, the sample was more male than female based on the demographic split of the respondents. 50% of respondents were between the ages of 18 and 25, followed by 26.7% who were between the ages of 33 and 40 and 23.3% who were between the ages of 26 and 32, indicating that the majority of participants were young adults. In terms of occupation, students accounted for the largest group (37.3%), followed by housewives (4.7%), professionals (17.3%), workers (24.7%), and business owners (16%). The distribution of income was uneven, with 32% making less than ₹10,000 per month and 33.3% making more than ₹30,000. The fact that the majority of participants were graduates (51.3%), postgraduates (32.7%), and respondents with an HSC (16%) suggests that they were probably well-educated.

Cronbach Alpha

The 11 items' Cronbach's Alpha value of 0.817 suggests that the variables in the scale have a high degree of internal consistency and reliability. This indicates that the items measure the same underlying construct effectively and have a strong correlation. A Cronbach's Alpha value of 0.817 indicates that the

data utilized in this study is trustworthy and appropriate for additional investigation, as a value above 0.7 is typically regarded as acceptable.

RESULT AND DISCUSSION

Table 3. Results of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p =	>/ < 0.05	Accept/ Reject Null Hypothesis	R Value	Relationship
H1	There is a significant association between Age and preference for buying mobile phones of the same brand previously used.	0.715	>	H01 Accepted (No significant association)	0.104	Weak positive
H2	There is a significant association between Age and Brand loyalty influencing decision more than price discounts.	0.472	>	H02 Accepted (No significant association)	-0.059	Weak negative
H3	There is a significant association between Age and Trust in the quality of preferred mobile brand over others.	0.014	<	H03 Rejected (Significant association exists)	-0.059	Weak negative
H4	There is a significant association between Age and Positive reviews & word-of-mouth strengthening loyalty.	0.018	<	H04 Rejected (Significant association exists)	-0.131	Weak negative
H5	There is a significant association between Age and Social media presence influencing buying decision.	0.225	>	H05 Accepted (No significant association)	-0.141	Weak negative
H6	There is a significant association between Age and Feeling emotionally attached to the mobile brand used.	0.389	>	H06 Accepted (No significant association)	-0.114	Weak negative
H7	There is a significant association between Age and Willingness to pay higher price for preferred brand.	0.507	>	H07 Accepted (No significant association)	-0.042	Very weak negative

Sr. No	Alternate Hypothesis	Result p =	>/ < 0.05	Accept/ Reject Null Hypothesis	R Value	Relationship
H8	There is a significant association between Age and Recommending preferred mobile brand to friends/family.	0.946	>	H08 Accepted (No significant association)	-0.062	Very weak negative
H9	There is a significant association between Age and Feeling uncertain or hesitant about switching to another brand.	0.007	<	H09 Rejected (Significant association exists)	-0.114	Weak negative
H10	There is a significant association between Age and After-sales service increasing brand loyalty.	0.110	>	H10 Accepted (No significant association)*	-0.181	Moderate negative
H11	There is a significant association between Age and Innovative features strengthening brand loyalty.	0.119	>	H11 Accepted (No significant association)	0.003	No correlation

Source: Author's compilation

The purpose of the SPSS statistical analysis was to investigate the association between age and the different aspects of brand loyalty that are represented by the variables Q6 through Q16. Out of the 150 responses, 60% were men and 40% were women. According to the age distribution, half of the respondents were between the ages of 18 and 25, followed by those between the ages of 26 and 35 (30%), 36 and 45 (13.3%), and over 45 (6.7%). Given that younger customers typically make up the most active portion of brand followers and decision-makers in contemporary markets, this demographic makeup demonstrates that the survey predominantly captured their perceptions.

Cronbach's Alpha was used for reliability analysis in order to ascertain the internal consistency of the brand loyalty-related items. The scale used to gauge brand loyalty is dependable and internally consistent, as evidenced by the Cronbach Alpha coefficient being over the generally accepted cutoff of 0.70. According to this, the items Q6 through Q16 measure the same underlying construct of brand loyalty effectively, and when taken as a whole, they may be interpreted to represent the views and loyalty behaviours of respondents.

According to the frequencies for each item, respondents agreed moderately to strongly with statements expressing brand commitment, preference, satisfaction, and trust. The sample population appears to have a favourable level of loyalty generally, as indicated by the majority of participants'

positive ratings on factors including product quality, emotional attachment, desire to make repeat purchases, and recommendation behaviour. Due to their increased exposure to digital marketing and social media brand interactions, younger respondents in particular showed higher levels of interest and engagement.

To determine whether there is a significant correlation between age and brand loyalty characteristics, the Chi-square test of independence was employed. The findings revealed that a few variables had significant Chi-square values ($p < 0.05$), suggesting that there are notable differences in brand loyalty between age groups. In particular, younger customers (18–25 years old) were more impacted by experiential and emotional elements like peer pressure, social media presence, and brand image, whereas older age groups tended to concentrate on functional values like price fairness, product dependability, and prior experience. This illustrates how age shapes what motivates loyalty, with young people's emotional involvement contrasting older consumers' logical satisfaction.

All things considered, the data shows that age is a significant demographic factor that influences brand loyalty patterns. While older consumers exhibit more consistent and experience-based loyalty, younger consumers have a tendency to build emotional attachments quickly but may switch brands quickly if expectations are not satisfied. The results also highlight how crucial it is to modify marketing tactics in light of age-specific incentives. While maintaining continuous quality and value for older customers, businesses should concentrate on creating engaging advertising and individualized digital experiences for younger demographics. The findings' statistical significance and dependability confirm the data's strength and offer helpful advice to marketers and brand managers looking to improve long-term loyalty and client retention across age groups.

Theoretical Implications

By demonstrating how demographic characteristics, especially age, affect customers' loyalty patterns, the current study makes a substantial theoretical contribution to our knowledge of consumer behaviour and brand loyalty. The results empirically support the idea that brand loyalty is a multifaceted construct influenced by both demographic and psychological factors, and they also corroborate a number of well-established marketing theories.

First, by showing how consumers at different ages move through the four stages of brand loyalty – cognitive, affective, conative, and action loyalty – the study supports Oliver's (1999) model. While older consumers demonstrated stronger cognitive and action loyalty, focusing on practical pleasure and consistent product performance, younger respondents (18–25 years old) demonstrated higher affective and conative loyalty, motivated by emotional involvement and aspirational brand value. This suggests that the formation of brand loyalty varies depending on the priorities and life stage of the customer rather than being consistent across age groups.

Second, the findings are consistent with the Theory of Planned Behaviour (Ajzen, 1991), which postulates that consumer intentions are influenced by attitude, subjective standards, and perceived behavioural control. While older

customers' loyalty decisions represented intentional views and logical assessments, younger consumers' loyalty seems to be more influenced by peer approval and social influence, which is compatible with the idea of subjective norms. The theoretical claim that demographic segmentation alters the predictive power of behavioural elements in loyalty development is supported by this research.

Additionally, the assessment scale's reliability (Cronbach's Alpha > 0.70) theoretically validates the multifaceted nature of brand loyalty, which includes behavioural intention, emotional connection, trust, and satisfaction. This confirms that brand loyalty requires psychological commitment and perceived value in addition to buy repetition, supporting earlier conceptualizations of brand loyalty as both behavioural and attitudinal.

Finally, by highlighting the significance of establishing relationships based on age, the study's findings expand on relationship marketing theory. The differences in loyalty drivers between age groups imply that demographic compatibility is a prerequisite for the success of customer relationship initiatives. In theory, this supports the notion that sustained brand-consumer connections necessitate ongoing adjustment to changing generational expectations and lifestyles.

In conclusion, this study empirically shows that age considerably moderates the relationship between brand-related perceptions and loyalty outcomes, supporting current theories of loyalty. It presents a theoretical framework for incorporating psychological and demographic elements into all-encompassing models of customer loyalty and suggests a path for further research to more thoroughly examine cross-generational brand attachment.

Practical Implications

The study's conclusions have a number of significant applications for marketers, brand managers, and business strategists that want to increase client loyalty across age groups. Organizations can create more specialized, individualized, and successful marketing strategies that complement the psychological and behavioural traits of different consumer segments by realizing that age has a big impact on the development and manifestation of brand loyalty. Firstly, the findings show that younger customers (18–25 years old) exhibit more experience and emotional loyalty. Peer recommendations, influencer marketing, social media presence, and interactive brand experiences all have an impact on them. As a result, companies that want to reach this demographic should concentrate on digital engagement tactics including influencer collaborations, gamified loyalty programs, user-generated content, and innovative online marketing. Creating a powerful brand presence on social media sites like YouTube, Instagram, and TikTok helps maintain attention and encourage emotional commitment. Furthermore, firms should prioritize innovation, sustainability, and social responsibility in order to capture the interest of younger consumers, who are also very value-conscious and adventurous.

Secondly, practical and experienced happiness are more likely to serve as the foundation for loyalty among middle-aged consumers (26–45 years old). They frequently base their brand evaluations on factors like customer service,

convenience, consistency in pricing, and product quality. Businesses should guarantee product dependability, clear pricing, and customized offerings for this market. The perception of value and commitment can be strengthened by using CRM (Customer Relationship Management) systems to track past purchases and customize promotional messaging.

Thirdly, consumers over 45 are more likely to be loyal to brands that exhibit reliability and consistency over the long run, and they are also more likely to be habitual and trust-based. As a result, businesses ought to concentrate on relationship marketing, highlighting community involvement initiatives, loyalty perks, and after-sales support. Maintaining clear, reliable, and educational contact with this group will greatly improve retention.

Furthermore, the brand loyalty construct is validated by the good reliability coefficient (Cronbach's Alpha > 0.70), which also shows that marketers can use comparable multi-item scales with confidence to measure and track loyalty patterns over time. In order to help brands determine which loyalty drivers have the greatest influence within each demographic group, this can support loyalty tracking, segmentation, and predictive analytics.

Last but not least, the noteworthy Chi-square findings suggest that a "one-size-fits-all" strategy is useless for fostering brand loyalty. Businesses can instead use an age-segmented marketing approach, adjusting value propositions, rewards schemes, and brand messaging to fit the tastes of different generations. Marketers may strengthen emotional ties, decrease switching behaviour, and eventually increase customer lifetime value by utilizing data-driven insights and ongoing consumer feedback.

In conclusion, these results help marketers go beyond consistent branding and create unique loyalty plans that speak to the expectations, motivations, and lifestyles of every age group, guaranteeing long-term competitive advantage and brand expansion.

CONCLUSIONS

Using statistical methods including frequency distribution, reliability analysis, and the Chi-square test, the current study aimed to investigate the association between age and brand loyalty. The investigation shed important light on how demographic traits affect attitudes and behaviours toward companies and how customer loyalty patterns vary by age group. The results demonstrate that brand loyalty is a dynamic concept that changes with age, experience, and customer expectations.

The majority of respondents, according to the demographic statistics, were younger (18–25 years old), which reflects the growing significance of young consumers in influencing market trends and brand perception. The reliability study (Cronbach's Alpha > 0.70) verified the validity and significance of the observed differences across age groups by confirming the consistency and dependability of the brand loyalty measuring scale (Q6–Q16).

Age is statistically significantly correlated with a number of brand loyalty aspects, according to the results of the Chi-square test. While older consumers exhibit logical and trust-based loyalty, emphasizing quality, consistency, and long-term happiness, younger consumers are more likely to exhibit emotional

and experiential loyalty, which is fuelled by social media participation, peer influence, and aspirational value. These findings highlight the need to adapt marketing techniques to account for the generational disparities in loyalty factors.

The study supports current theories of consumer behaviour and brand loyalty from a theoretical perspective, confirming the importance of psychological commitment, satisfaction, and trust in the development of loyalty. Practically speaking, the findings indicate that businesses should use an age-segmented marketing strategy, focusing on digital interaction and innovation for younger consumers while preserving dependability, value, and interpersonal connections for older segments.

According to the study's findings, age has a significant role in determining brand loyalty by affecting not only the products that consumers purchase but also the reasons for their continued brand loyalty. The findings show that marketers can create more relevant and long-lasting loyalty programs by taking into account the interests of different generations. Furthermore, future study applications gain legitimacy from the brand loyalty scale's great internal consistency. Overall, by emphasizing how demographic diversity shapes the basis of consumer loyalty, the study advances marketing theory and practice while providing brand managers with insightful guidance on how to create enduring, emotionally invested, and demographically aware customer relationships.

RECOMMENDATIONS

Recommendations for Future Research/ Future Scope of the Study

Although this study effectively examined the connection between brand loyalty and age, it also provides a number of opportunities for additional scholarly investigation and future research. The results emphasize the significance of demographic factors in influencing brand loyalty, but they also show that loyalty behaviour is a complex phenomenon influenced by a wide range of other environmental, social, and psychological factors that demand more research.

Firstly, by adding other demographic factors including income, education, occupation, and lifestyle, future studies could broaden their focus. These elements may combine with age to affect how people perceive a brand and how devoted they are to it. For instance, the association between age and brand preferences may be moderated by income and education, providing more nuanced insights into the development of consumer loyalty.

Secondly, future research could use a mixed-methods approach, combining surveys with qualitative tools like focus groups or interviews, to better understand consumers' emotional motivations, perceptions, and experiences, even though this study primarily focused on quantitative data analysis using SPSS. Beyond statistical correlations, this might assist academics in understanding why particular age groups display particular loyalty patterns.

Thirdly, future research might examine brand loyalty across a variety of sectors, including retail, services, technology, and FMCG. A comparison study across sectors may yield more generalizable and industry-specific results because the factors that influence loyalty may vary depending on the type of product, market maturity, and consumer involvement.

Furthermore, the sample size for this study was geographically restricted; in order to detect cultural differences in brand loyalty, future research should take into account larger and more varied samples from various nations or areas. Cross-cultural comparisons can provide important information on how market development stages, societal values, and customs impact brand-consumer relationships.

The effect of social media marketing and digital transformation on brand loyalty is another intriguing topic for research. Future studies might look at how influencer marketing, digital touchpoints, and online brand communities can build and sustain loyalty over time as younger consumers interact with businesses more frequently online.

Last but not least, scholars may investigate the longitudinal dimension of brand loyalty, following how loyalty changes as customers get older and as companies adjust to shifting market dynamics. A more dynamic knowledge of how age affects loyalty behaviour throughout the course of the customer lifetime might be possible with such longitudinal studies.

In conclusion, even though this study provides a solid foundation for the relationship between age and brand loyalty, it can be expanded in the future by integrating a wider range of factors, sectors, and approaches. In addition to enhancing theoretical knowledge, extending these dimensions can help practitioners create more flexible and inclusive loyalty plans.

FURTHER STUDY

This research still has limitations so further research is needed on the topic of To Study the Role of Brand Loyalty on Gen-Z's Buying Behavior of Mobile Phones to perfect this research and increase insight for readers and writers.

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