

Factors Influencing Brand Loyalty on Apple Products Among Malaysian Consumers

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ABSTRACT: Brand loyalty is a crucial determinant of long-term competitiveness in the highly dynamic consumer electronics industry. Apple Inc. has established a strong presence in Malaysia; however, understanding the factors that drive brand loyalty among Malaysian consumers remains essential for sustaining this advantage. This study investigates the factors influencing brand loyalty toward Apple products among Malaysian consumers by examining the roles of product quality, perceived value, brand awareness, brand personality, and brand uniqueness. Grounded in the Theory of Planned Behaviour (TPB), the study adopts a quantitative research design using a structured questionnaire distributed to 200 Apple product users in Malaysia. Data were analyzed using descriptive statistics, reliability analysis, and regression analysis through SPSS. The findings reveal that all five independent variables have a positive and significant relationship with brand loyalty, with brand uniqueness and product quality emerging as the strongest predictors. The results confirm that Malaysian consumers exhibit high loyalty toward Apple products, driven by perceptions of superior quality, strong brand identity, and distinctive brand positioning. This study contributes to the existing literature by extending TPB to the context of brand loyalty in the Malaysian technology market and provides practical insights for marketers seeking to enhance customer retention and brand sustainability.

KEYWORDS: Brand Loyalty, Apple Products, Product Quality, Perceived Value, Brand Awareness, Brand Personality, Brand Uniqueness, Malaysian Consumers and Theory of Planned Behaviour

INTRODUCTION

Brand loyalty is a critical factor for businesses, especially in highly competitive markets such as the consumer electronics industry. Apple Inc., known for its innovation and premium products, has successfully cultivated strong brand loyalty among its customers, including in Malaysia. The company's marketing strategies, product quality, and ecosystem of interconnected devices have played a significant role in maintaining customer retention and satisfaction (Kim et al., 2020; Nguyen et al., 2022). Understanding the factors that influence brand loyalty in Apple products can provide valuable insights for marketers and businesses in enhancing customer retention and gaining a competitive advantage in the market (Chinomona & Dubihlela, 2020). Moreover, exploring brand loyalty among Malaysian consumers is essential, as cultural, social, and economic factors can affect purchasing decisions and loyalty behaviours in this region (Tan, 2020; Abdullah & Jaffar, 2021). Several studies have shown that consumer behaviour in Malaysia is influenced by factors such as product quality, brand awareness, perceived value, brand personality, and brand uniqueness, all of which contribute to brand loyalty (Chauhan et al., 2021; Lai et al., 2016). Currently, there are over 6.5 million Apple users in Malaysia, reflecting the strong appeal of the brand in this market.

Apple's presence in Malaysia dates back to the early 2000s, and the company has since built a strong retail and customer service network across the country. Apple operates through official retail stores, authorized resellers, and online platforms. The company's products, such as iPhones, MacBooks, iPads, and accessories, are popular among Malaysian consumers, particularly in urban areas where disposable income is higher. Apple Malaysia offers localized services, including AppleCare support and educational discounts, which contribute to its strong customer loyalty. The brand's premium positioning, seamless integration of hardware and software, and focus on quality and innovation have all been key factors in its success within the Malaysian market. Thus, this study aims to explore the factors influencing brand loyalty toward Apple products among Malaysian consumers.

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Problem Statement

Brand loyalty is crucial for long-term business success, particularly in the highly competitive consumer electronics market. Apple Inc. has built a strong customer base in Malaysia, but understanding the specific factors that drive brand loyalty among Malaysian consumers is essential for the company to maintain and enhance its market position (Chinomona & Dubihlela, 2017). Previous research has identified key contributors to brand loyalty, such as product quality, brand personality, and brand uniqueness (Zhou & Wong, 2019; Islam & Rahman, 2020). However, there is limited research exploring how these factors interact within the Malaysian context, where cultural, social, and economic factors may shape consumer behaviour in unique ways.

A significant real-life issue is the decreasing loyalty among consumers, as many are increasingly switching to competing brands and moving away from Apple products. This trend poses a challenge to Apple, as it suggests that customer retention may be declining. With rapid technological advancements and increasing competition in the smartphone and electronics markets, it is crucial for Apple to understand why consumers are shifting away from their products. Factors such as product innovation, pricing, and the emergence of new brands may contribute to this change in consumer loyalty.

This research aims to fill the gap in existing literature by providing a deeper understanding of the factors influencing brand loyalty among Malaysian consumers toward Apple products. By examining these factors, the study seeks to identify key drivers of loyalty and offer insights that can guide Apple's strategic marketing efforts, helping the company retain its customer base and stay competitive in the ever-evolving market (Nguyen et al., 2022).

Research Objectives

1. To examine the relationship between product quality and brand loyalty among Malaysian consumers.
2. To examine the relationship between brand awareness and brand loyalty among Apple Malaysia customers.
3. To examine the relationship between perceived value and brand loyalty among Apple Malaysia customers.
4. To examine the relationship between brand personality, brand uniqueness and brand loyalty among Apple Malaysia customers.
5. To examine the relationship between how these factors collectively contribute to overall brand and brand loyalty among Apple Malaysia customers.

Research Questions

1. What is the relationship between product quality and brand loyalty among Apple Malaysia's customers?
2. What is the relationship between brand awareness and brand loyalty among Apple Malaysia's customers?
3. What is the relationship between perceived value and brand loyalty among Apple Malaysia's customers?
4. What is the relationship between brand personality and brand loyalty among Apple Malaysia's customers?
5. What is the relationship between brand uniqueness and brand loyalty among Apple Malaysia's customers?

Research Contribution

This study addresses the real-life problem of understanding the factors influencing brand loyalty toward Apple products among Malaysian consumers, as highlighted in the problem statement. By identifying key determinants product quality, brand awareness, perceived value, brand personality, and brand uniqueness this research provides actionable insights for marketers and policymakers (Nguyen et al., 2022). These findings can help Apple and similar companies develop targeted strategies to enhance customer loyalty, foster stronger consumer relationships, and improve market retention. Moreover, policymakers and industry stakeholders can use this study to design programs or guidelines that support sustainable brand-customer relationships, ultimately benefiting both consumers and the local economy (Abdullah & Jaffar, 2021).

From an academic perspective, this study fills the gap in the existing literature by providing an in-depth analysis of brand loyalty within the Malaysian context, which remains underexplored. It expands on the relationships between the independent variables (IVs) and the dependent variable (DV), offering a nuanced understanding of how these factors collectively shape brand loyalty (Kim et al., 2020). The findings contribute to the body of knowledge by highlighting the unique preferences and behaviours of Malaysian consumers, particularly regarding premium technology brands like Apple. This addresses a gap in regional studies, where prior research has largely focused on Western or broader Asian markets (Cheong et al., 2022).

The study also bridges a theoretical gap by integrating the Theory of Planned Behaviour (TPB) into the context of brand loyalty in the tech industry. While TPB has been widely applied in consumer behaviour studies, its specific application to understanding loyalty toward premium brands like Apple in Malaysia is novel (Ajzen, 2020). By adapting TPB to this study, the research demonstrates how attitudes, subjective norms, and perceived behavioural control interact in shaping brand loyalty. This contribution not only validates the robustness of TPB in this setting but also opens avenues for future studies to explore its application in similar contexts (Lai et al., 2016).

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LITERATURE REVIEW

Brand Loyalty

Brand loyalty refers to a consumer's strong commitment to repeatedly purchasing a particular brand, despite the availability of alternative options and external marketing efforts by competitors (Aaker, 1991; Oliver, 1997). The more often a consumer buys a brand's products, the more loyal they are considered to be, creating a lasting bond that benefits the brand over time (Yamawati & Indiani, 2019). In this sense, brand loyalty plays a crucial role in improving customer retention and securing a brand's position in the market.

A recent study by Cheong et al. (2022) investigated the factors influencing brand loyalty towards Apple products among Malaysian consumers. The findings revealed that factors such as brand image, customer satisfaction, trust, and perceived value significantly contribute to brand loyalty toward Apple in Malaysia. Consumers who perceived Apple products as high-quality and offered good value for money demonstrated stronger loyalty, which was driven by positive experiences with the brand's products and services. These results align with the research by Lee et al. (2020), which highlighted the importance of emotional attachment and trust in the context of brand loyalty in premium products, specifically Apple, in Malaysia.

Additionally, the past research by (Salim et al., 2022) investigated the factors affecting brand loyalty for smartphones, which included 152 respondents from Generation Y in Malaysia. The finding revealed a critical connection between brand image, trust, and customer satisfaction in terms of brand loyalty on smartphones. Referring to the research by Yamawati and Indiani (2019), the result also found that the customer's interest in buying a Xiaomi smartphone is influenced by brand loyalty, which is a critical factor in Indonesia. Therefore, brand loyalty is important to businesses and companies that can benefit from it in order to gain a competitive advantage in the smartphone industry (Pratama & Suprpto, 2022).

Thus, brand loyalty toward Apple among Malaysian consumers is driven by factors such as product quality, brand awareness, perceived value, brand personality, and brand uniqueness, leading to long-term commitment and customer retention, which provide Apple with a strong competitive advantage in the Malaysian market (Pratama & Suprpto, 2020).

Product Quality

Product quality is a key determinant of brand loyalty, as consumers are likely to repurchase products that consistently meet or exceed their expectations. In the context of Apple, product quality plays a crucial role in fostering consumer loyalty. Apple is renowned for offering high-quality products with advanced technology, durability, and superior design (Kim et al., 2020; Lai et al., 2016). Research has shown that consumers are more inclined to remain loyal to a brand that delivers consistent and reliable product quality (Zhou & Wong, 2019). In Malaysia, the high perceived quality of Apple products is linked to positive brand attitudes and stronger customer loyalty, as consumers often associate the brand with prestige, reliability, and technological advancement (Nguyen et al., 2022). Additionally, the seamless integration of Apple products within its ecosystem such as the interconnectivity between iPhone, iPad, and MacBook further enhances the perceived value and satisfaction of customers, reinforcing brand loyalty (Chinomona & Dubihlela, 2013). Thus, it is hypothesized that product quality positively influences brand loyalty towards Apple products.

Based on Alhaddad (2022), he stated that product quality is the main factor that marketing managers should focus their efforts on, which will directly influence brand loyalty. Another study by Saleem and Omar (2019) indicated that if a brand is successful in enhancing quality perceptions, it will have a high degree of loyalty. It further explains that brand image partially affects the correlation between perceived quality and brand loyalty. Overall, both researchers believe that perceived quality has a direct relationship with brand loyalty or brand equity towards a company.

Perceived Value

Perceived value refers to the consumer's overall assessment of the product or service based on the benefits received relative to the cost incurred (Lai et al., 2016). In the case of Apple products, perceived value is not only based on the functional benefits but also on the intangible aspects such as brand prestige and the user experience (Zhou & Wong, 2019). Research indicates that consumers often perceive Apple products as valuable, justifying their premium prices due to their perceived quality, brand reputation, and the seamless integration of devices within Apple's ecosystem (Chinomona & Dubihlela, 2017). For Malaysian consumers, the perceived value of Apple products is often linked to the status they convey, further solidifying customer loyalty (Tan, 2020). Thus, it is hypothesized that perceived value positively influences brand loyalty towards Apple products.

Previous research by Keshavarz and Jamshidi (2018) concluded that customer loyalty is proven to be dependent on satisfied consumers, perceived value, process, and output quality, which are essential practical criteria for evaluation in order to improve customer loyalty. Similarly, Servera-Francés and Piqueras-Tomás (2019) have proved that the relationship between commitment and perceived value has some impact on brand loyalty. Therefore, firms should concentrate their efforts on the operations that allow them to enhance both perceived value and brand loyalty.

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Brand Awareness

Keller (2008) explained the brand awareness as the ability of buyers to bring to mind or recognize a brand, or merely whether they are aware of it. The previous literature indicated that the awareness has an influence on brand equity and may be used to formulate a plan for improving consumer mind-set brand equity (Su & Chang, 2023), connecting brand knowledge with the brand name. Moreover, brand awareness can strengthen a brand's value by embedding it in the consumers' mind, and thus preventing new brands' entry, assuring and strengthen a company's dedication to brand quality (Aaker, 1992). In other words, a high awareness of a brand will impact the purchasing decision of consumers because they tend to choose a familiar and well-known goods (Macdonald & Sharp, 2000).

Past studies by Zia, Younus, and Mirza (2021) found that brand awareness entirely mediates the influence of brand loyalty, brand image, and brand equity. Moreover, another study by Krishnaprabha and Tarunika (2024), indicated that there is a significant link between digital marketing and brand awareness. Through the analysis of brand awareness, companies apply digital marketing to build relationships with consumers by establishing a positive brand image.

Brand Personality

From the consumer's perspective, the more attributes, or personalities, that a brand may adopt, the more it is referred to as a "brand personality" (Aaker, 1991; Keller, 1993). Notwithstanding, personality is most often connected with humans, but it can also be related to brands and exploited by firms to build positive relationships with their customers (Aaker & Biel, 1993). Furthermore, brand personality is primarily symbolic and the major driver of brand identification, which has been shown to have a strong beneficial impact on brand loyalty (Azoulay & Kapfere, 2020).

Research by Garanti and Kissi (2021) reveals that brand equity has a beneficial impact on brand loyalty and significantly mediates the association between brand personality and brand loyalty. Moreover, Nikhashemi and Valaej's claimed that the brand personality has a significant role in cognitive and brand loyalty, and thus there are more loyal consumers to repurchase and spread positive word of mouth.

Brand Uniqueness

Brand uniqueness refers to how distinct a brand is different from its competitors in terms of how buyers perceive it (Netemeyer et al., 2018). In other words, if the brand is not considered unique among its rivals, attracting customers' attention, and establishing consumer preferences and loyalty would make it difficult to survive in the competitive marketplace. Besides, this uniqueness can lead to a higher level of confidence in the brand's trustworthiness, and it can also lead to a more beneficial influence when consumers utilise the brand (Chaudhuri & Holbrook, 2021). Thus, brand uniqueness may cause loyal consumers to repeatedly buy the same brand regardless of situational constraints, thereby gaining a greater market share (Assael, 1998).

Su and Chang (2022) concluded that brand uniqueness influences customers' purchase decisions and their willingness to pay a higher price for a brand. They further mentioned that brand uniqueness is one of the main dimensions of brand equity that contribute to customers' brand loyalty. According to Tohir and Nugroho (2020), they found that brand uniqueness has the highest factor loadings among other factors, which include brand awareness, perceived quality, perceived value, brand personality, and organisational associations. They also concluded that if the brand is more unique, it will increase brand loyalty from the customers' perspective.

Hypotheses Development

Based on the literature review, the following hypotheses are developed to test the relationships between the independent variables (IVs) and the dependent variable (DV), brand loyalty.

Product Quality and Brand Loyalty

Product quality is a key factor in brand loyalty, influencing consumers to repurchase products that meet their expectations. For Apple, superior quality defined by advanced technology, durability, and sleek design strengthens consumer trust and loyalty (Kim et al., 2020; Lai et al., 2016). The seamless integration of Apple's ecosystem, including devices like the iPhone and MacBook, enhances customer satisfaction and reinforces loyalty (Chinomona & Dubihlela, 2017). In Malaysia, Apple is associated with prestige, reliability, and innovation, driving strong brand loyalty (Nguyen et al., 2022). Thus, product quality is hypothesized to positively influence brand loyalty.

Research supports a significant relationship between product quality and brand loyalty. Consistent quality increases trust and satisfaction, leading to loyalty (Zhou & Wong, 2019; Shukla et al., 2021). In competitive markets, high-quality products drive customer retention (Chaudhuri & Holbrook, 2022; Rahman et al., 2020). For technology brands, quality fosters advocacy and loyalty (Lee et al., 2023; Ahmad et al., 2022). In Malaysia, Apple's consistent quality sustains loyalty (Tan et al., 2021; Lim et al., 2023).

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H1: There is a positive and significant relationship between product quality and brand loyalty.

Perceived Value and Brand Loyalty

Can and Erdil (2018) investigated the antecedents of smartphone brand loyalty and repurchase intention in the marketing field and proposed a theoretical framework that emphasized perceived value as one of the critical variables. According to (Ahmad et al., 2018), perceived value is positively impacting brand loyalty as the more value that consumers gain, the more loyal they will be to the company when consumer satisfaction is mediated in the relationship between perceived value and brand loyalty in the service sector in Pakistan.

H2: There is a positive and significant relationship between perceived value and brand loyalty.

Brand Awareness and Brand Loyalty

Based on Pratama and Suprpto (2022), found that the customer's brand choices were influenced by a brand's reliability because they had a prejudice the brand image or quality of the products. Thus, it is well understood that brand awareness and brand loyalty are positively connected towards Samsung smartphone in Indonesia. Therefore, Sharma (2017) claims that a company with high awareness may boost the customer loyalty in order to strengthen the purchase intention of local smartphones in India.

H3: There is a positive and significant relationship between brand awareness and brand loyalty.

Brand Personality and Brand Loyalty

Based on the research by (Zübeyde et al., 2020), they found that the association between brand personality and brand loyalty is significant among personality attributes for the consumers of Apple and Samsung smartphones. Therefore, they concluded that brand personality perceptions influence brand loyalty on the purchase intention of smartphones. Moreover, researchers Pinson and Brosdahl (2019) stated that brand personality is positively correlated with brand loyalty. They further mentioned that the higher the attractiveness and customer identification of brand personality, the more loyal the consumers will be, so the finding shows that Apple brand personality has a positive association with Apple brand loyalty

H4: There is a positive and significant relationship between brand personality and brand loyalty.

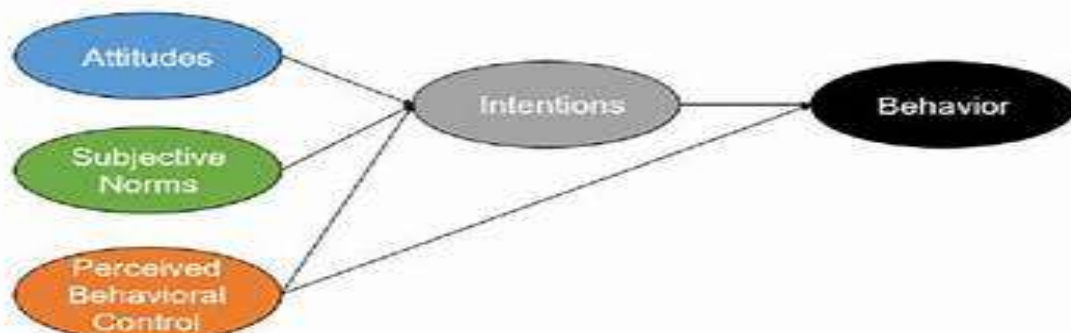
Brand Uniqueness and Brand Loyalty

According to Dehghani and Kim (2019), the unique brand of smartwatches has a significant positive relationship that influences purchase intention, thereby increasing consumer brand loyalty, which is a critical factor of perceived enjoyment and self-expression for potential users of the smartwatch. Besides, Chansuk and Chaipoopirutana (2023) stated that brand uniqueness is the main variable among other variables that have a positive relationship with brand loyalty to the leading premium brand in Bangkok, Thailand.

H5: There is a positive and significant relationship between brand uniqueness and brand loyalty.

Theoretical Framework

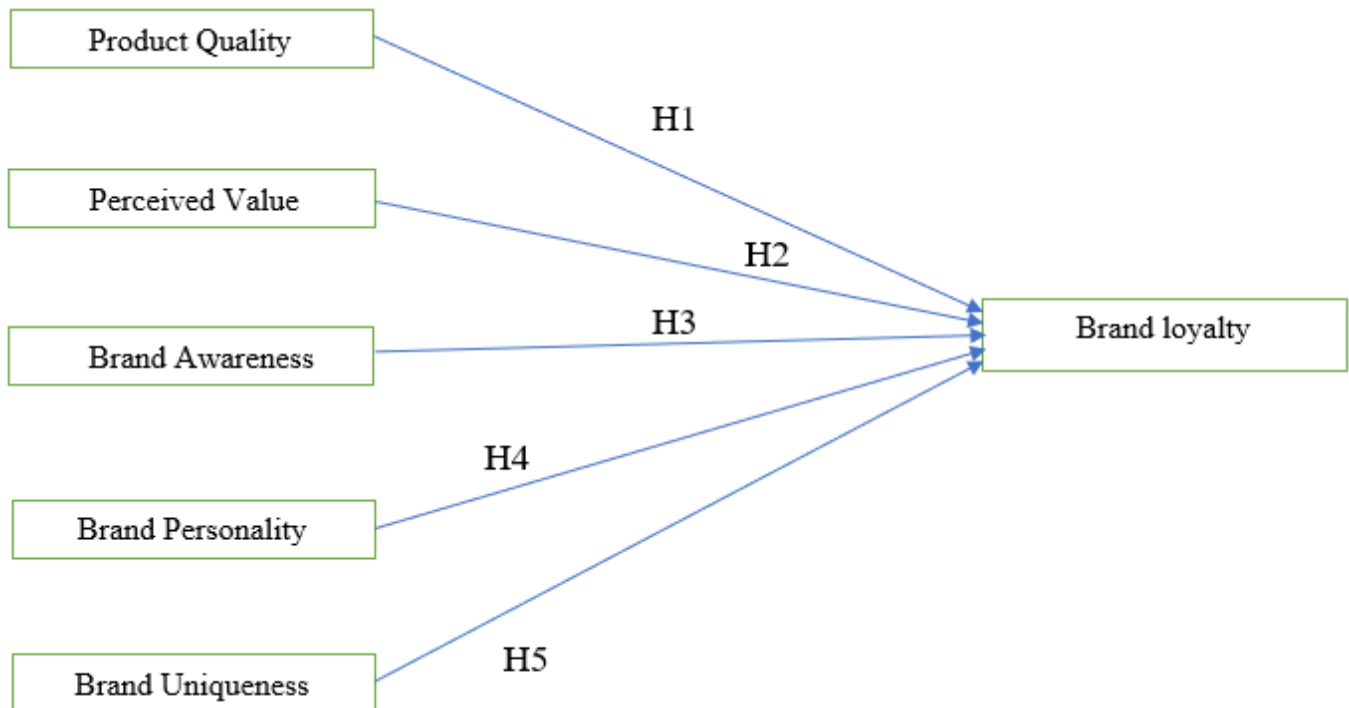
The Theory of Planned Behaviour (TPB), introduced by Ajzen (1991), is a widely used framework for understanding human behaviour. It posits that behaviour is influenced by three core components: attitudes, subjective norms, and perceived behavioural control. TPB has been applied extensively in consumer behaviour research to explain purchasing decisions and loyalty patterns. In this study, TPB is applied to understand Malaysian consumers' loyalty to Apple products. Attitudes are influenced by product quality, perceived value, while subjective norms brand awareness, brand personality. Perceived behavioural control, shaped by brand uniqueness, reflects consumers' ability to consistently engage with Apple products. This framework effectively captures the psychological and social factors influencing brand loyalty (Ajzen, 1991). TPB is chosen for this study due to its comprehensive approach in explaining behavioural intentions, which aligns with the aim of identifying the determinants of brand loyalty. Its proven applicability in consumer behaviour studies ensures reliability in exploring loyalty towards Apple products among Malaysian consumers (Ajzen, 1991).



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Conceptual Framework (TPB Model)

The conceptual framework for this study illustrates the relationship between five independent variables, product quality, perceived value, brand awareness, brand personality, and brand uniqueness and the dependent variable, brand loyalty. This framework is rooted in the Theory of Planned Behaviour (TPB), which explains that attitudes (product quality, perceived value), subjective norms (brand awareness, brand personality), and perceived behavioural control (brand uniqueness) influence behavioural intentions and outcomes. By aligning with TPB, the framework helps to systematically explore how these factors contribute to brand loyalty toward Apple products among Malaysian consumers.



H1: There is a positive relationship between product quality and brand loyalty among Malaysian consumers of Apple products.

H2: There is a positive relationship between customer perceived value and brand loyalty among Malaysian consumers of Apple products.

H3: There is a positive relationship between brand awareness and brand loyalty among Malaysian consumers of Apple products.

H4: There is a positive relationship between brand personality and brand loyalty among Malaysian consumers of Apple products.

H5: There is a positive relationship between uniqueness and brand loyalty among Malaysian consumers of Apple products.

RESEARCH METHODOLOGY

Research Design

A research study is structured by integrating all relevant elements into a framework known as the research design, which serves as a primary plan guiding the methods and procedures for data collection to ensure accurate and reliable results. Research design provides an overall blueprint that systematically directs the collection, analysis, and interpretation of data, ensuring control over factors that may influence the validity of findings. It also determines how, when, and where data will be gathered to efficiently achieve the study objectives (Burns & Grove, 2019; Parahoo, 1997; Selltiz).

This study uses a quantitative research method, which is ideal for evaluating research objectives and testing hypotheses in alignment with the underlying theoretical framework (Wright et al., 2016). By employing structured survey instruments and numerical data analysis, this method allows for precise measurement, objective assessment, and the systematic identification of patterns and relationships between variables. It also provides valuable insights that can inform decision-making and practical applications in a business context (Center for Research and Teaching Innovation, 2018).

Descriptive research, according to Shuttleworth (2008) and Neville (2007), observes natural behaviour without influencing participants to avoid the Hawthorne Effect, identifying key characteristics of a phenomenon at a specific time and place. McCombes (2023) emphasizes that descriptive research focuses on understanding the “what” aspect through observation and measurement. In this study, it was used to examine factors affecting consumers’ brand loyalty toward Apple products, providing critical insights for current and future research (University of Southern California Libraries, 2016).

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Sampling Size

According to Malhotra, Kim, and Patil (2006), the sample size is defined as the overall number of target audiences in the research study. They also indicated that the most suitable sample size for the bulk of research articles is between 30 to 500. There were 200 sets of questionnaire surveys distributed in total among Malaysians for this study. Furthermore, the pilot test samples will be examined before the actual distribution of the survey.

Sampling Technique

Sampling techniques are classified into two groups which are probability and nonprobability sampling. Based on Zikmund, Babin, Carr, and Griffin (2013), nonprobability sampling is a sampling technique that includes convenience sampling, judgment sampling, quota sampling, and snowball sampling that sample units are chosen based on personal preference or convenience, while the probability of any given member of the population being selected is unknown. In conducting this study, convenience sampling will be chosen due to the limited time and budget. Obtaining those people or unites who are most readily available is convenience sampling (Zikmund et al., 2019). Convenience sampling is the most employed for research studies as it involves students or individuals in public areas.

Measurement Scale

In order to generate data for analysis, this study employs a variety of measurement scales. When assigning a number to observation, the rule must be inferred to provide a specific explanation. The nominal, ordinal, interval, and ratio scales are all measuring scales. In this research, the questionnaire was designed using a nominal scale and interval scale.

Nominal Scale

A nominal scale is a qualitative measure that provides basic information about people or objects. According to Sekaran (2003), its categories are mutually exclusive and collectively exhaustive. In this study, the nominal scale was used to classify respondents' gender as male or female in Section B of the questionnaire, as it offers a simple and convenient way to categorize data without implying any inherent value.

1. Please indicate your gender

☐ Male

☐ Female

Figure: Example of Nominal Scale

Source: Developed for the research

Interval Scale

Based on Zikmund et al. (2003), the disparities between scale values are captured by the interval scale. In other words, interval scales can be used to compare stimuli based on variations in scale values. Besides, an interval scale can be explained as a quantitative scale that includes nominal and ordinal scales. To compute central tendency on the interval scale, researchers can utilize the mean, median, mode, and standard deviation.

Likert Scale

According to Losby and Wetmore (2012), a Likert scale is an ordered scale in which respondents select the option that best represents their perspective. In surveys, the degree to which respondents agree with assertions is often measured using a Likert scale. The five-point Likert scale consists of "strongly disagree, disagree, neutral, agree, and strongly agree," ranging from one to five, respectively. The items in each question in Section C were analyzed using a Likert scale in the questionnaire. The following example is based on the survey result from this research.

Figure: Example of Likert Scale

Dependent variable: Brand Loyalty to Apple Product

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	1	2	3	4	5

Source: Developed for the research

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Data Collection Method

Data collection is one of the vital processes of collecting data in any research. According to Mouton (2001), data collection is the systematic process of collecting and measuring data on variables of interest in order to achieve the research objective, test hypotheses, and analyze the findings. In this research, both primary and secondary data, which are the main sources were used to collect data.

Primary data refers to information collected firsthand by researchers through methods such as online questionnaires, and surveys (Kabir, 2016). In this study, questionnaires were used as the primary data collection tool due to their efficiency and ability to provide accurate and reliable data for statistical analysis using SPSS (Lietz, 2010).

Secondary data consists of existing information obtained from sources such as academic journals, company records, government publications, and industry reports (Zikmund, 2003; Sekaran & Bougie, 2010). This study relied on professional journals and articles from the UTAR digital library, as well as company records, to support analysis and strengthen the research through comparison with prior studies (Doolan & Froelicher, 2009).

DATA ANALYSIS AND DISCUSSION

Descriptive Analysis

In order to conduct the study, 200 copies of a questionnaire filled out by Apple users were collected. The results of all 200 surveys will be analyzed in this study. The demographic information of the target respondents who use Apple products is offered, including gender, age range, and monthly income.

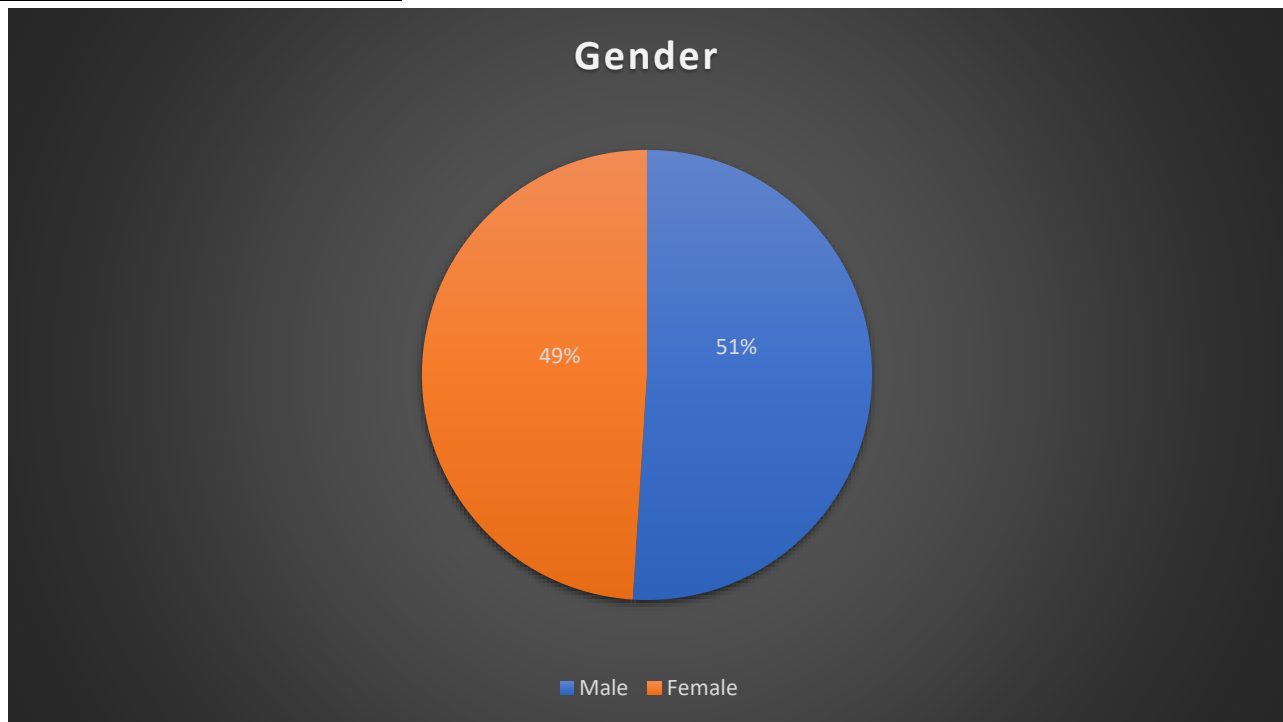
Respondents' Demographic

Statistics of Respondents' Gender

Gender	Frequency	Percentage (%)	Cumulative Percent (%)
Male	102	51	51
Female	98	49	100
Total	200	100	

Source: Developed for the research

Figure: Statistics of Respondents' Gender



The figure illustrates that the gender distribution of the respondents, indicating that there were 200 in total. There are 102 (51%) and 98 (49%) respondents respectively.

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Respondent profile (n=200)

Characteristics	Category	No. respondents	Total sample %
Gender	Male	102	51.0
	Female	89	49.0
Group Distribution	Student	70	35
	Self employed	61	30.5
	Employed	69	34.5
Age Group	19 and below	14	7
	20 to 29	66	33
	30 to 39	53	26.5
	40 to 49	36	18
	50 and above	31	15.5

Descriptive Analysis

Descriptive Statistics for Brand Loyalty

Variable	Statement	SD	D	N	A	SA	Mean	Standard Deviation
BL1	I am committed to being loyal to Apple products.	0	1.5	6.0	42.0	50.5	4.42	0.675
BL2	Apple products would be my first choice when considering smartphones, laptops, etc.	0.5	5.0	6.5	35.0	53.0	4.35	0.849
BL3	I will continue buying Apple products.	0	0.5	6.0	37.0	56.5	4.50	0.634

Based on Table, it showed the descriptive analysis, which involved the mean score, standard deviation, and percentage score of brand loyalty. The statement "I will continue buying Apple products" has the highest mean value and the lowest standard deviation value of 4.50 and 0.634. Whereas the statement "Apple products would be my first choice when considering smartphones, laptops, etc." had obtained the lowest mean value and highest standard deviation value of 4.35 and 0.849.

Besides, most of the respondents strongly agree with all the statements, with 50.5% for the statement "I am committed to being loyal to Apple products," 53% agreeing with the statement "Apple products would be my first choice when considering smartphones, laptops, etc." and 56.5% for the statement "I will continue buying Apple products."

Descriptive Statistics for Product Quality

Variable	Statement	SD	D	N	A	SA	Mean	Standard Deviation
PQ1	Apple provides	0	0	4.0	38.5	57.5	4.54	0.575

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	good quality products.							
PQ2	Apple provides products of consistent quality.	0	0.5	2.5	37.0	60.0	4.57	0.572
PQ3	Apple provides very reliable products.	0	0.5	3.0	40.5	56.0	4.52	0.584

From Table, the statement "Apple provides products of consistent quality" resulted in the highest mean value of 4.57, and the lowest standard deviation value of 0.572, ranked 3. However, the statement "Apple provides very reliable products" obtained the lowest mean value deviation of 4.52, and the highest standard deviation value of 0.584.

From the analysis in Table, most of the respondents strongly agreed with all the statements, including 57.5% for the statement "Apple provides good quality products," 60% for the statement "Apple provides products of consistent quality," and 56% for the statement "Apple provides very reliable products."

Descriptive Statistics for Perceived Value

Variable	Statement	SD	D	N	A	SA	Mean	Standard Deviation
PV1	Apple products are good value for money.	0.5	1.5	7.5	44.5	46.0	4.34	0.726
PV2	Apple products are good choice as all things considered (such as price, quality, security, efficiency and after sale services).	0	1.0	7.5	47.0	44.5	4.35	0.663
PV3	I believe my money is worth for what I spend for Apple products.	0	0.5	4.5	46.5	48.5	4.43	0.606

Indicated from Table, the statement "I believe my money is worth for what I spend for Apple products" has the highest mean value of 4.43 with the lowest standard deviation value of 0.606, ranked 3 in the list. Besides, the statement "Apple products are good value for money" had the lowest mean value of 4.34, with the highest standard deviation value of 0.726. Besides, 46% of the respondents strongly agreed for the statement "Apple products are good value for money", 47% of respondents agreed for the statement "Apple products are good choice as all things considered (such as price, quality, security, efficiency and after sale services)", and 48.5% of respondents strongly agreed with the statement "I believe my money is worth for what I spend for Apple products".

Descriptive Statistics for Product Awareness

Variable	Statement	SD	D	N	A	SA	Mean	Standard Deviation
PA1	I am aware of Apple products	0	0	3.5	37.5	59.0	4.56	0.564
PA2	When I think of the consumer	0	1.0	2.0	40.5	56.5	4.53	0.593

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	Electronics brand, Apple products come to mind.							
PA3	I am very familiar with Apple products.	0	1.5	5.5	41.5	51.5	4.43	0.669

According to Table, the statement "I am aware of Apple products" had the highest mean value of 4.56 and the lowest standard deviation value of 0.564. Whereas the statement "I am very familiar with Apple products" obtained the lowest mean value of 4.43 and the highest standard deviation of 0.669.

Based on the analysis of Table, the majority of respondents strongly agreed with all statements, with 59% strongly agreed with the statement "I am aware of Apple products." 56.5% for the statement "When I think of the consumer electronics brand, Apple products come to mind," and 51.5% for the statement "I am very familiar with Apple products."

Descriptive Statistics for Brand Personality

Variable	Statement	SD	D	N	A	SA	Mean	Standard Deviation
BP1	Apple products are interesting.	0	0	2.0	44.5	53.5	4.52	0.540
BP2	Apple products are attractive.	0	0	3.0	35.0	62.0	4.59	0.551
BP3	Apple products are up to date.	0	0	4.0	41.5	54.5	4.51	0.576
BP4	Apple products are elegances.	0	0	4.5	32.5	63.0	5.59	0.578

The measurement for brand personality is listed in Table. Based on the results, the statements "Apple products are attractive" and "Apple products are elegances" had the highest mean value of 4.59, both ranked 1. Next, the statement "Apple products are up to date" had the lowest mean value of 4.51. Furthermore, most of the respondents strongly agreed with all statements, which included 53.5% for the statement "Apple products are interesting," 62% for the statement "Apple products are attractive," 54.5% for the statement "Apple products are up to date," and 63% for the statement "Apple products are elegant."

Descriptive Statistics for Brand Uniqueness

Variable	Statement	SD	D	N	A	SA	Mean	Standard Deviation
BU1	Apple products are special from other brands.	0	0	5.5	36.0	58.5	4.53	0.601
BU2	Apple products really stand out from other brands.	0	0.5	2.0	33.0	64.5	4.62	0.555
BU3	Apple products are unique from other brands.	0	0.5	3.5	31.5	64.5	4.60	0.585

As indicated from Table, the descriptive analysis, which includes the mean score, standard deviation, and percentage score of brand uniqueness, was conducted. The highest mean was scored under the statement "Apple products really stand out from other brands" with 4.62. Whereas the lowest mean score was the statement "Apple products are special from other brands" with 4.53. From the analysis from Table 4.11, the majority of respondents strongly agreed with all statements, which included 58.5% for the

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statement "Apple products are special from other brands," 64.5% for the statement "Apple products really stand out from other brands," and "Apple products are unique from other brands."

Overall Descriptive Statistics Measurement for All Variables

		BL	PQ	PV	BP	BU
N	Valid	200	200	200	200	200
	Missing	17	17	17	17	17
Mean		4.42	4.54	4.37	4.55	4.58
Standard Deviation		.719	.577	.665	.561	.580

Note: Five-points Likert Scale: 1= Strongly Disagree; 5= Strongly Agree

Scale Measurement

Reliability Test

Table: Summary of Reliability Test

No.	Variables	Cronbach's Alpha	No. of Items
1.	Brand Loyalty	0.758	3
2.	Product Quality	0.760	3
3.	Perceived Value	0.759	3
4.	Brand Personality	0.727	4
5.	Brand Uniqueness	0.760	3
6.	Brand Awareness	0.706	3
Overall		0.750	3

According to Table, all the variables' results are greater than 0.70, which is considered reliable and consistent. Besides, all the variables are within the range of Cronbach's Alpha, between 0.7 and 0.9, which indicates good reliability (Zikmund et al., 2010). In this research, the highest Cronbach's Alpha value is for brand quality and brand uniqueness, which is 0.760. Therefore, all variables are accepted since they are reliable in this research study.

Table: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	24.400	5	4.076	31.441	.000b
	Residual	22.376	173	.129		
	Total	46.775	179			

- Dependent Variable: BL
- Predictors: (Constant), PQ, PV, BP, and BU

Based on Table above, the F-test value of 31.441 is significant at $P=0.000$ ($P<0.05$). Hence, the model's fitness is determined. The overall regression model, which includes six independent variables (brand awareness, perceived quality, perceived value, brand personality, organization association, and brand uniqueness), accurately summarizes the rationale for variance in brand loyalty of Apple product users.

Summary of Statistical Analysis

The study involved 200 Malaysian Apple product users, comprising 102 males and 98 females. The largest age group was 20–29 years (33%), followed by 30–39 years (26.5%), 40–49 years (18%), and 50 years and above (18%), while only a small proportion were aged 19 and below. In terms of occupation, 35% of respondents were students, 34.5% were employed, and 30.5% were self-employed. Regarding monthly income, 30% reported no income (students), 27% earned RM4,000–RM9,999, 21% earned RM10,000 and above, 13% earned RM2,000–RM3,999, and 9% earned below RM1,999. Most respondents had been using Apple products for 3–4 years (31.5%) or 5–6 years (30.5%), indicating considerable experience with the brand.

The descriptive analysis showed that the mean values for all variables ranged from 4.3 to 4.58, with standard deviations between 0.5 and 0.7, reflecting a high level of agreement and consistent responses among respondents. The reliability test yielded a

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Cronbach's alpha value of 0.75, confirming that the measurement scales were reliable and appropriate for the study. Furthermore, the coefficient of determination (R^2) was 0.523, indicating that the independent variables explained 52.3% of the variance in brand loyalty. This suggests a moderate and meaningful relationship between the independent variables and Apple product users' brand loyalty.

Limitations and Recommendation of the study

As with any research, the study presented had several limitations that should be considered in future studies. To begin with, there is a sample size constraint; the results are based on a sample of 200 respondents, which is not a large sample. This makes it difficult to extrapolate the findings to other Malaysian situations. Therefore, future researchers are recommended to obtain sample sizes of 300 to 500 respondents in order to obtain more representative views and an equitable distribution of questionnaire surveys across different age groups, as different sample sizes may elicit different responses from the target respondents.

Secondly, limited local resources are also one of the limitations of this research. The majority of research is from other countries and is centred around smartphones only. Hence, researchers are encouraged to investigate other Apple products other than the iPhone, such as AirPods, iPads, MacBooks, and so on. This is due to the fact that various study objects may provide different outcomes, and different target industries may also have different research outcomes. Therefore, it is proposed that future research examine other industries to test and validate the conceptual framework of this study once again. Last but not least, future research should look at additional variables such as price, brand prestige, brand heritage, and advertising as direct antecedents of brand loyalty.

CONCLUSION

This study investigated the factors influencing brand loyalty toward Apple products among Malaysian consumers using the Theory of Planned Behaviour (TPB) as the theoretical framework. The results indicate that product quality, perceived value, brand awareness, brand personality, and brand uniqueness all positively and significantly affect brand loyalty. Notably, brand uniqueness and product quality emerged as the strongest predictors, emphasizing the role of differentiation, innovation, and consistent performance in fostering long-term consumer commitment. The findings suggest that Malaysian consumers' loyalty is driven by both functional attributes, such as quality and value, and symbolic attributes, such as brand personality and uniqueness, highlighting that Apple's success relies not only on technological superiority but also on creating emotional connections and a distinctive brand identity.

From an academic standpoint, this research contributes to the literature by extending TPB to the context of brand loyalty in Malaysia's premium technology sector, providing empirical evidence on the relevance of behavioural theories in explaining brand-related outcomes. Despite limitations such as convenience sampling and a single-country focus, the study offers valuable insights for future research. Subsequent studies could expand the sample size, adopt probability sampling, and examine additional variables like price perception, brand prestige, and advertising to enhance the model's explanatory power. Overall, the findings underscore the importance of strategic brand management in fostering sustainable loyalty in a highly competitive technology market, offering both theoretical and managerial implications.

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