The Impact of Brand Loyalty on Customer Satisfaction in Supermarkets: with special reference to Gampaha District, Sri Lanka

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Abstract

The research examines the impact of brand loyalty on consumer satisfaction in Sri Lankan supermarkets, considering variables such as pricing, service quality, brand perception, and market trends. Researchers used a survey study methodology and a structured questionnaire to collect data, using a quantitative technique to assess information from a convenience sample of 175 consumers across multiple supermarkets in the Gampaha area. The research included regression and correlational analytic methodologies. The research revealed a substantial correlation between consumer happiness and brand loyalty in supermarkets, demonstrating that elevated customer satisfaction resulted in enhanced brand loyalty and vice versa. The study emphasized how brand loyalty affects customer satisfaction and the substantial correlation between these two factors while greater brand loyalty further strengthens consumer satisfaction. Findings demonstrate that pricing, service quality, brand image, and market trends substantially affect consumer pleasure, which subsequently bolsters brand loyalty. Furthermore, the primary role of supermarkets is to foster brand loyalty via strategies that improve service quality, value recognition, emotional engagement, and consumer convenience. The research provides practical insights for retail managers wanting to promote customer fulfillment, trust, value, psychological connection, convenience, and long-term loyalty. These results underscore the significance of supermarkets in establishing brand loyalty via initiatives that promote consumer pleasure, trust, value, emotional connection, and convenience.

Keywords: *Brand loyalty, Customer satisfaction, Price, Service quality, Trends.*

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Introduction

A supermarket is a self-service retail store offering a wide variety of food, beverages, drink, and home products choices organized into categories. While this sort of shop is larger and has a greater choice of items than earlier grocery stores, it is smaller and has a lesser selection of goods than a hypermarket or big-box market. However, in typical American use, "grocery store" is occasionally misunderstood for "supermarket." (Dam & Dam, 2021; Dhurup et al., 2018).

When the modern supermarket idea originally arose in the early 1900s, it revolutionized retail by giving a vast assortment of items in one accessible area for self-service. Shopping carts, barcode scanners, and automated checkouts are examples of technology improvements that have affected supermarkets throughout the globe; however, they are only significant in this context to highlight how retail systems continue to evolve (Alvarez et al., 2023).

Over the last two decades, the supermarket sector in Sri Lanka has expanded significantly, with major corporations like Cargills Food City, Keells, and Arpico moving into urban and semi-urban regions. rising urbanization, changed consumption habits, and rising disposable incomes have been the key drivers of this growth (Maheepala et al., 2024). However, despite difficulties such as fluctuating import regulations, supply chain delays, and cultural preferences for locally produced, fresh items, the market is intensely competitive, with both domestic and international enterprises competing for customers' allegiance (Malalage & Perera, 2025).

According to Bernarto et al. (2020) and Parris and Guzman (2023), the conviction that a certain brand is superior to its rivals in terms of quality and service, independent of price, is known as brand loyalty. Even while brand-loyal customers may spend less overall, their profit margins are typically greater (Akoglu & Özbek, 2022; Bernarto et al., 2020). Studies have demonstrated that consumer happiness in a number of industries, including supermarkets, is highly driven by brand loyalty (Sudirjo et al., 2023).

However, relatively few research studies have studied the connections between brand loyalty and supermarket consumer satisfaction in the Asian setting, notably in Sri Lanka (Karunaratna, 2021; Liyanage et al., 2020). Hence, this research intends to assess the effect of brand loyalty on customer satisfaction in supermarkets and whether there is any significant relationship between consumer satisfaction and brand loyalty in supermarkets. The results will give important information for retailers, marketers, and lawmakers wanting to enhance long-term competitiveness and customer relations by focusing on the local market. By employing Social Exchange Theory (SET), which maintains that consumers rate brand interactions according to perceived advantages and costs, the research presents a theoretical contribution (Boderagama & Jayawardane, 2025). Higher perceived advantages in this context, such as fair pricing, attractive corporate image, high-quality service, and alignment with market trends, boost customer pleasure and solidify loyalty (Agu et al., 2024). The research increases the theory's application to emerging Asian retail markets by experimentally testing SET in the Sri Lankan grocery business and shows how customer-brand exchange relationships encourage loyalty creation. These insights offer a framework for effective approaches that promote consumer pleasure, loyalty, and long-term competitiveness while also expanding theoretical understanding of customer-brand interactions (Sheng et al., 2025).

Literature Review

Brand Loyalty

Brand loyalty is an incredibly significant issue for academics and marketers (Mehta & Tariq, 2020). Brand loyalty is the extent to which customers regularly pick and prefer a certain brand above other brand. Brand loyalty is crucial to companies as it leads to continuous purchases and favorable word-of-mouth recommendations. According to Rebekah Bennett, brand loyalty emerged in the 1920's (Bennett, 2001). The most popular identification for brand loyalty is provided by Odongo and Motari (2022), it is the behavioral response expressed by a decision-making unit concerning one or more different options of brands and is a mental process. Nowadays, this topic has been garnering tremendous popularity. The brand is an intangible and conditional asset for a corporation, which may produce income for the organization and damage its functional value (Wijaya & Putra, 2023).

Odongo and Motari (2022) and Rundle-Thiele and Bennett (2001) claimed that behavior and attitudes must be included when assessing brand loyalty. But this cannot always be achievable. Some explanations for this include the varying researchers in the region (Mellens et al., 1996) or practical challenges with behavioral and attitudinal data, including cost (Jenkins & Holcomb, 2021).

According to Russell-Bennett et al. (2007), brand loyalty is defined by a customer's persistent preference, recurrent purchases, and readiness to pick a certain brand above others in the market. (Gordon et al., 2016) and emotional response. Brand loyalty is impacted by several psychological processes, including cognitive, emotional, social, habitual, and perceived switching costs (Bernarto et al., 2020).

The consumer's propensity for a brand is a consequence of mental processes known as attitudinal brand loyalty. This encompasses attitudinal preference, commitment towards the brand and desire to acquire the brand (Bennett et al., 2005). Attitudinal brand loyalty refers to customers' emotional and psychological commitment towards a certain brand. This comprises various crucial components of attitudinal preference, dedication to the brand and desire to acquire it. Further, attitudinal brand loyalty is an essential notion for marketers as it reflects the strength of the consumer-brand connection and drives buying behavior. By cultivating favorable attitudes, establishing commitment, and reinforcing the desire to buy, firms may nurture and retain brand loyalty within their consumer base, resulting in long-term success and competitive advantage (Samudro & Susanti, 2021).

The consumer's inclination to continuously buy a brand is named behavioral brand loyalty, which is indicated by behavior that can be quantified and affects sales (Ehrenberg et al., 2004). Behavioral brand loyalty includes the customer's regular buying behaviors and activities exhibiting commitment to a certain brand. These behaviors can be evaluated and documented, and they have a direct effect on the brand's sales success (Dam & Dam, 2021). Behavioral brand loyalty may include recurring purchases, higher purchase frequency, a high share of wallet, cross-purchasing and advocacy (customers actively suggesting the brand to others or offering favorable reviews and feedback). Therefore, assessing behavioral brand loyalty helps firms analyze their branding strategy's performance and identify prospective areas. By harnessing behavioral loyalty, firms may build customer connections, generate sales growth, and create long-term brand loyalty (Gupta et al., 2020).

Price

the money exchanged for a product or service. According to Ali and Raza (2017) prices are all sorts of monetary expenditures incurred by customers to receive, own, and use numerous combinations of products and services from a commodity. Price is concerned with selling prices, which are determined by the quality of items and may be achieved by customers (Mursid, 2021). Feng Jr and Zhang Jr (2009) believe that pricing is the amount required for a client to acquire items or services. Hence, pricing is a crucial factor representing the customer's purchase choice. Price rivalry in the grocery industry is becoming quite fierce, wherein it has a significant role in consumer fulfillment (Khizindar et al., 2015). Price is affected by several elements, including the customer's desire to pay the required amount, the legal environment, the competitor environment, etc. So, when the present circumstances are such that the significance of cost and service costs, buyers are more likely to purchase inexpensive items even if they go to the supermarkets (Rashaduzzaman, 2020). Ginting et al. (2023) shows that a market which puts more emphasis on price typically leads to clients having wider options and the possibility to evaluate prices of various suppliers. Therefore, price is the amount of money paid to replace it with a product (Parris & Guzman, 2023).

Service Quality

Over the last few decades, various scholars have dedicated particular focus to service quality because of its tremendous influence on corporate success, consumer enjoyment, and client retention in supermarkets. Excellent service has been demonstrated to enhance customer loyalty and benefit firms, as it improves the client loyalty rate (Nsiah & A Mensah, 2014; Samarakoon et al., 2021). It encourages customers' opinion of a brand as he/she examine the brand quality compared to its rivals (Rahi & Abd. Ghani, 2019). As Jabnoun and Hassan Al-Tamimi (2003) proposes that the two elements of quality in service, namely, technical quality and functional efficiency, are what a client receives and how a service is offered or delivered concurrently. Wang et al. (2003) have also recognized that customer-perceived quality, value to customers, and contentment are crucial to the success of business competitiveness for manufacturers and service providers. Moreover, Alshamsi et al. (2021) and Wijebandara et al. (2019) established a conceptual model of service quality, which claims that service quality impacts various behaviors that reveal whether customers will stay loyal to or abandon a business. Ali et al. (2021) indicates that observed service quality is the consumer's opinion about the superior quality or excellence of a product. The service quality model is described as a difference between impressions and expectations. The idea contains five distinct dimensions: tangibles, dependability, adaptability, certainty and empathy.

Brand Image

Shoppers are more inclined to trust renowned brands. A strong image of a company is a view of the level of service provided, which renders a brand more appealing. Brand image is a key feature that encourages customer loyalty and is regarded as crucial in developing, sustaining, and preserving relationships (Bernarto et al., 2020). Dam and Dam (2021) classified a brand as a name, phrase, emblem, symbol, or layout, or an assortment of these that distinguishes the creator or seller of a product or service. Ihzaturrahma and Kusumawati (2021) asserted that brand image is the perception of a brand as conveyed by the brand association kept in consumer memory. Moreover, the brand image often implies a group or bundle of beliefs a customer holds about a given business. It delivers a brand's overall image or impression formed from multiple sources in a customer's brain (Upamannyu & Sankpal, 2014). The brand image reflects the whole content of the brand, comprising a brand name, credibility, usability and overall value. Several strategies, including consistent branding, product quality and variety, exceptional customer service, personalization and customization, and store atmosphere and ambience, are applied to positively affect the brand reputation, loyalty of consumers, and customer happiness in supermarkets. Cultivating brand loyalty and customer delight is an ongoing effort. consistently monitor consumer feedback, respond to altering market trends, and consistently execute on the brand pledges to establish long-term customer ties (Upamannyu et al., 2023).

Trends

Trends are the cumulative result of multiple disconnected people or groups of people's actions. It is a continual movement in social ties and the framework of society (Praditya & Purwanto, 2024). Khizindar et al. (2015) says that when it involves trends, individuals are more inclined to pick products or services owing to marketing initiatives and being affected by the views and ideas of their near neighborhood, i.e., close companions, classmates, etc. This is because shoppers have greater trust in getting anything that a family member or partner showed satisfaction with. A study by Bhardwaj et al. (2023) demonstrated that peer groups directly affect the establishment of a person's trends. The influence of these categories varies among commodities and brands. This social group is labeled an aspirational group. While aiming to be part of this club, the client will be strongly impacted by its fellow members and will be purchasing the same things they purchase. It must be mentioned that the extent of influence varies based on persons and organizations. According to Chandra et al. (2022) consumers are seen as brand loyal for numerous reasons. They are active in purchase choices, typically targeted by advertising campaigns, and empower businesses to become advocates and drivers of change.

Customer Satisfaction

Khanal and Sapkota (2022) suggested that satisfaction is a general mindset concerning an item's provider or a mental response to the difference between what is expected and the reality of customers in the accomplishment of a demand. Oppong et al. (2021) classified satisfaction as a person's sensations of pleasure, excitement, delight or disappointment deriving from contrasting the efficacy of an item to his or her expectations.

Several notions relating to customer satisfaction have been developed and researched in marketing and interactions with clients. One concept is the Customer Satisfaction Index. This index is a metric used to assess and evaluate consumer pleasure over time. It is generally established based on feedback from consumers or comments and delivers a satisfaction rating or index. Next is Customer Lifetime Value, an idea that stresses the long-term relevance of customers to a corporation. It covers client acquisition expenditures, retention rates, and average customer spending to estimate the complete value a customer gives to a business. The service Quality Model is the second model given by academicians Parasuraman, Zeithaml, and Berry, underlining the role of service quality in customer satisfaction. It specifies five dimensions of service quality: tangibles, dependability, responsiveness, assurance, and empathy (Eckert et al., 2022).

Price and Customer Satisfaction

Price is the value of one unit attributed to an item as information regarding the opposite performance of the provider or proprietor of the good or service. In economic theory, it is asserted that, in a market where rivalry occurs, the price of an item or service is established by demand and supply (Kotler, 2011). If the vendor and customer connect, both buying and selling processes will occur. When there is an agreement between consumers and sellers in the marketplace, both the vendor and the purchaser will negotiate to obtain the agreed-upon price (Prasilowati et al., 2021). Buyers generally seek reasonable costs so that they may purchase a lot of things with the cash they have. Conversely, the seller chooses a high price with the thought that he may obtain a significant profit. The discrepancy is what might lead to price negotiation. The sum that has been agreed upon by the two parties is termed the market price. At such a cost, the number of items given is the same as the amount demanded. Thus, the market price is usually nicknamed the equilibrium price. The balance between demand and supply is the most critical component in the establishment of pricing. The demand and supply are assumed to be in a state of equilibrium at the rate of the market if the amount required equals the quantity delivered (Wu et al., 2011). Therefore, the following hypothesis was created based on the findings of earlier research.

H_1: There is a significant relationship between price and customer satisfaction in supermarkets.

Service Quality and Customer Satisfaction

The idea of quality service is centered on meeting the wishes and ambitions of the customer and the delivery procedures must suit the expectations of customers. Kaura et al. (2015) determined service quality examines the quality-of-service level based on input from customers. This says that the level of service is defined by the capacity of a certain business or institution to satisfy requests, following what is anticipated or required based on the needs of customers/visitors. According to Sharma (2024) superior service immediately attracts more clients. Meanwhile, Nguyen, Pham, Tran, and Pham (2020) assert that buyers will recommend the products to others if the quality of service is excellent. However, for Tabash et al. (2019) the grade of service has a positive influence on customer satisfaction. Therefore, the following hypothesis was created based on the findings of earlier research.

H_2: There is a significant relationship between service quality and customer satisfaction in supermarkets.

Brand Image and Customer Satisfaction

Kotler (2011) identifies the brand image as multiple impressions from their contacts with products/services. According to Parris and Guzman (2023), brand image transmits associations and client confidence in certain businesses. In addition, Foster (2016) claims that brand image represents the extrinsic nature of products and services, as well as the impact of brand impression formed by satisfying consumers' psychological and social needs. The image of a brand is connected to purchasers' minds. Customers who are acclimated to using brands are certainly inclined to have continuity with the perception of the brand (Rangkuti & Nasution, 2023; Rusmahafi & Wulandari, 2020). Research by Suherman and Nurfadilah (2023), Iqbal and Indradewa (2021), and Rozaq and Soni (2018) reveals that brand image affects customer satisfaction and has a large, favorable effect on consumer satisfaction. Adi and Basuki (2019), Suherman and Nurfadilah (2023) and Iqbal and Indradewa (2021) suggested that brand image, is the element of customer pleasure of supermarkets.

H_3: There is a significant relationship between brand image and customer satisfaction of supermarkets.

Trends and Customer Satisfaction

The explosion of technology is one of the most important effects on purchasing habits, and the effect of internet usage will continue to expand as more and more people throughout the world log onto the web. Consumers are internet surfers, and it is tough to imagine a day when messaging, posting on Twitter, chatting on Facebook, or pinning favorite items became part of daily life (Chandra et al., 2022). Social media platforms provide a culture of engagement and the opportunity to freely connect with other people, companies and organizations. Because sustainability and related concerns, such as environmental degradation, pollution, and toxic items, are so pervasive, green marketing approaches are used by the majority of marketers (Wong, 2012). Product design advancements, environmentally friendly procurement, recycling techniques, establishing prices, ethical norms, sustainable publicity, environmentally friendly communication practices, developing environmentally friendly product legitimacy and involving customers were identified as essential sustainable marketing strategies adopted by most companies. Iqbal and Indradewa (2021) demonstrates that technical and sociological advances affect customer pleasure. Hallencreutz and Parmler (2021) also claimed that trends are major predictors of customer happiness.

H_4: There is a significant relationship between trends and customer satisfaction of supermarkets.

The conceptual model of the research was established based on the hypotheses indicated above and is presented in Figure I. Therefore, the study's independent variables include price, service quality, brand image, and trends. Customer satisfaction is considered the dependent variable of the research.

Conceptual Model of the Study

According to the study's conceptual framework, pricing, service quality, brand image, and trends are the four primary antecedents that determine consumer pleasure. Evidence specific to Sri Lanka and other Asian markets is still rare, despite the fact that these principles have been widely examined in global settings (Kotler & Keller, 2016; Parasuraman et al., 1988). Customers' views and appraisals of cultural factors, such as collectivist dispositions and high-context communication tactics, may vary from those in Western environments (Jayawardena & Seneviratne, 2020). The research gives a more thorough understanding of consumer behavior in the local environment by merging these four features into a single framework that integrates the various variables that impact customer pleasure. For marketers and managers wanting to strengthen customer loyalty and competitive advantage in Sri Lanka's retail and service industries, this unified approach permits the simultaneous examination of both functional criteria (pricing, service quality) and perceptual elements (brand image, trends).

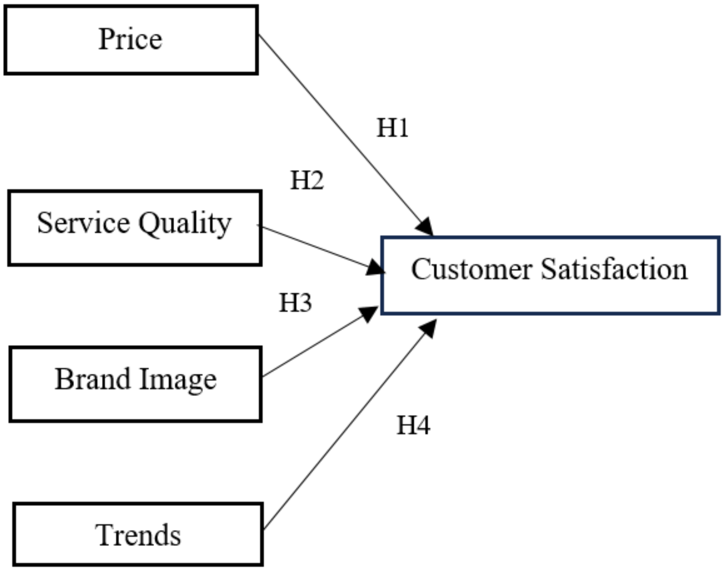

Figure 01: Conceptual Framework

Source: Authors, 2025

Methodology

The researcher adopts the deductive technique as the major research approach. This was a positivist research philosophy. Study outcomes were visible and measurable because positivism is anchored in the concept that knowledge can be attained via objective observations and measurements. The present research considered that answers may be found by carefully measuring and evaluating data, especially numerical data. Moreover, the duty of the present researcher was constrained to the objective interpretation of the data series. The reported study employs a quantitative approach, applying logical reasoning and harmonizing with empiricist and positivist beliefs. Moreover, this cross-sectional study applied the survey research approach since it was quantitative research used for obtaining data from a group of respondents. This research chose 175 grocery consumers in the Gampaha area of Sri Lanka as the sample. The sample frame comprised of Kirindiwela, Weliweriya, and Nittabuwa, Yakkala divisional secretariats with Kirindiwela, Nittabuwa, Weliweriya, Yakkala grama niladhari divisions of Gampaha district. Due to the population's substantial homogeneity and concentration in certain Gampaha metropolitan regions, convenience sampling was utilized to determine the sample (Bhardwaj, 2019). This method secured participation from numerous clusters (divisional secretariats) and gave effective access to customers visiting supermarkets in the target divisions. The normality assumptions for the data were tested prior to analysis. Additionally, a pilot study was conducted to ensure the reliability and clarity of the research instruments. In order to capture typical customer experiences, the districts and supermarkets that had the maximum supermarket density were given priority (Sheng et al., 2025). Data was obtained using a standardized questionnaire distributed to the sample and then statistically evaluated to derive significant study results. Using a 5-point Likert scale (1 being strongly disagreed with and 5 being strongly agreed with), the questionnaire assessed five constructs: price perception (Simanjuntak et al., 2020), service quality (Maharani & Saroso, 2020), brand image (Zhou, 2022), trends (Mehmood et al., 2022), and customer satisfaction (Morgeson et al., 2020). To ensure content validity and cultural relevance, items were changed from earlier research. SPSS Software program (version 23) was utilized to evaluate the data, employing statistical methods such as Pearson's correlation and multiple regression.

Data analysıs

This research offered a quantitative investigation to quantify the connection between the independent and dependent variables. To verify dependability, the research has utilized Cronbach's Alpha value. This investigation describes exploratory data analysis, correlation analysis and regression analysis to show the results.

Table 1: Missing Values Testing

Missing values in SPSS relate to data points that are unavailable or unknown owing to non-response, data entry mistakes, or other difficulties during data collection. Addressing missing values is critical in research since they considerably impact findings and interpretations. In this study, 175 respondents' data were obtained, and the complete 175 data points were deemed legitimate for analysis.

Table 1: Missing Values Testing

Statistics

		Price	Service Quality	Brand Image	Trends	Brand Loyalty and Customer Satisfaction
N	Valid	175	175	175	175	175
	Missing	0	0	0	0	0
	Count	0	0	0	0	0
	Percentage	0	0	0	0	0

Source: Survey Data, 2024

Table 2: Reliability of Variables

Cronbach's Alpha of 0.740 for the dependent variable, customer satisfaction, indicating a reasonable degree of internal consistency across the four components that make up this variable. This demonstrates a consistent association between these four variables, most likely indicating customer enjoyment and brand loyalty components. Cronbach's Alpha for independent variables indicates different qualities such as pricing, service quality, brand image, and trends. The range of values is 0.672 to 0.794. The other three variables, pricing, brand image, and trends, have Alphas of 0.748, 0.794, and 0.708, respectively, showing high to very excellent internal consistency. In comparison, the service quality variable has a somewhat lower Alpha of 0.672, demonstrating considerable internal consistency across its three categories.

Table 2: Reliability of Variables (Cronbach's Alpha Table)

Variable	Number of items	Cronbach's Alpha
Customer Satisfaction	4	0.740
Price	3	0.748
Service Quality	3	0.672
Brand Image	3	0.794
Trends	3	0.708

Source: Survey Data, 2024

Table 3: Model Summary for Price, Service Quality, Brand Image, and Trends

The degree and direction of the linear connection between the dependent variable and the independent variables in the model are reflected by the R (Multiple Correlation Coefficient) value. The R-value, in this situation, is 0.697. The data demonstrates a minor positive link between the dependent variable and the predictor components, which include trends, pricing, brand image, and service quality. R Square (Coefficient of Determination) reflects the proportion of the dependent variable's variance that the independent variables can account for. With an R Square of 0.486 in this model, the combination of trends, price, brand image, and service quality accounts for about 48.6 percent of the variability in the dependent variable. The adjusted R square value changes the R square by considering the number of predictors in the model. Given the number of predictors, it is 0.474 in this case, indicating a more conservative evaluation of the model's explanatory power.

Table 3: Model Summary of Price, Service Quality, Brand Image, and Trends

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.697[a]	.486	.474	.53439

Predictors: (Constant), Trends, Price, Brand Image, Service Quality

Source: Survey Data, 2024

Table 4: Coefficients for Price, Service Quality, Brand Image, and Trends

This is the predicted value of the dependent variable when all predictors are 0 or the intercept of the regression equation. The constant in this case is 0.930. The coefficient of pricing is 0.168. This suggests that an increase in the price of one unit is associated with a rise in customer satisfaction of 0.168 units, all other factors being equal. There is a favorable influence on pricing and customer satisfaction. The coefficient of service quality is 0.154. A rise of one unit in customer satisfaction is connected with an increase of 0.154 units in service quality. There is a favorable influence on service quality and client happiness. The coefficient of brand image is 0.261. Customer satisfaction improved by 0.261 units for every unit improvement in brand image. It has a favorable influence on brand image and client satisfaction. The coefficient of trends is 0.183. Customer satisfaction grew by 0.183 units for every unit rise in trends. It has a favourable influence on trends and consumer satisfaction.

Table 4: Coefficients for Price, Service Quality, Brand Image, and Trends

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.930	.225		4.129	.000
	Price	.168	.063	.189	2.648	.009
	Service Quality	.154	.074	.166	2.078	.039
	Brand Image	.261	.067	.296	3.904	.000
	Trends	.183	.070	.192	2.616	.010

a. Dependent Variable: Customer Satisfaction

Source: Survey Data, 2024

Table 5: ANOVA for Price, Service Quality, Brand Image, and Trends

The number of squares divided by the degrees of freedom is known as the mean square (regression). It estimates the average variability that the predictors account for and is 11.470 in this example. The F value, which is the ratio of the variance not explained by the model to the variance explained by the model, reveals the overall influence of the predictors; a larger F value signifies a more considerable impact. In this investigation, the F value is 40.167. The significance level (Sig.) quantifies the statistical significance of the observed F value, with a model being statistically significant if the p-value is less than 0.05. In this situation, the p-value is .000, suggesting substantial significance. The sum of squares (residual) displays the unexplained variability in the dependent variable after accounting for the predictors, which is 48.547. The total sum of squares, which includes both the residual sum of squares and the regression, indicates the entire variability in the dependent variable and is 94.429.

Table 5: ANOVA for Price, Service Quality, Brand Image, and Trends

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.882	4	11.470	40.167	.000[b]
	Residual	48.547	170	.286		
	Total	94.429	174			

a. Dependent Variable: Customer Satisfaction
b. Predictors: (Constant), Trends, Price, Brand Image, Service Quality

Source: Survey Data, 2024

Conclusion and implications

The goal of the current study was to analyze the impact of brand loyalty on consumer fulfillment in the supermarkets in the

Gampaha region. Brand loyalty's effect is sought via the four independent variables: price, service quality, brand image, and trends, coupled with the dependent variable, customer satisfaction. After obtaining the data, the researcher examined the reliability and validity of the questionnaire acquired. Internal consistency is assessed using dependability analysis. The results revealed that the current study fulfils both reliability and validity standards. Additionally, the dataset satisfied parametric testing assumptions. The researcher ran multiple regression analyses to evaluate the relationship and effect between independent and dependent variables. According to the survey results, it can be found that price, service quality, brand image, and trend elements exhibited a large favorable effect on customer satisfaction.

This paper concludes with key findings that demonstrate the major impacts of the independent and dependent variables through correlation analysis, showing a positive and significant correlation between brand loyalty and customer satisfaction, price, service quality, brand image, and market trends. The regression analysis further determines the strength and direction of the linear relationship between the dependent and independent variables, suggesting a slight positive relationship between the dependent variable and the predictor components, encompassing trends, pricing, brand image, and service quality. These statistics provide crucial insights for supermarket businesses to understand the factors driving client purchase decisions within their business.

Supermarkets should invest in extensive customer engagement programs, including loyalty incentives and tailored offers, to create a feeling of exclusivity and establish a closer link between consumers and brands. Investing in these initiatives may be tremendously advantageous, strengthening client loyalty, improving customer experience, and offering a competitive edge in the market. Improving product quality is also vital, since consumer loyalty is founded on the product. Regularly reassessing consumer demands and making required improvements to product quality and features will help to long-term customer happiness and loyalty (Adi & Basuki, 2019). Personalized customer experiences are crucial; recognizing individual tastes and personalizing experiences appropriately whether via personalized suggestions or unique offers, helps consumers feel recognized and appreciated. Additionally, investing in social responsibility efforts is vital, as today's customers are increasingly cognizant of a brand's social effect (Mehta & Tariq, 2020). Supermarkets should implement unique and accessible marketing methods that resonate with their target demographic, establishing a feeling of connection and loyalty (Akoglu & Özbek, 2022). In reality, Sri Lankan supermarkets may utilize this information to establish personalized consumer engagement programs that increase customer relationships, including loyalty incentives, customized offers, and customized shopping experiences (Sheng et al., 2025). Loyalty and satisfaction may be further increased by enhancing product quality, keeping up with market trends, employing new marketing strategies, and taking part in CSR programs (Bernarto et al., 2020). Supermarket managers may acquire a competitive advantage, maintain customers, and foster lasting brand loyalty by following these approaches, which give a theoretically supported road map for increasing customer experiences and decision-making (Parris & Guzman, 2023).

Future Research Prospects:

The present research has contributed to examining the influence of brand loyalty on customer satisfaction among supermarket consumers in the Gampaha area. Throughout the study procedure, the researcher offered reality to understand the customer happiness of supermarket consumers better. In addition, the researcher may direct that to get a higher-quality output, and future researchers can continue their research investigations using a mixed approach as a methodological option (qualitative and quantitative) to better explore insight and in-depth information. In addition to interacting with the Gampaha district, the outcomes cannot be generalized; consequently, contacting the province or larger geographical region will lead to a substantial effect that can be generalized.

Limitations:

Despite the substantial insights offered by this study, there are several restrictions that must be acknowledged. First, the study is geographically constrained to supermarkets in the Gampaha region, which could limit the generalizability of the findings to other areas or retail sectors. The consumer behavior and brand loyalty variables determining customer satisfaction in this area may not exactly reflect those in diverse contexts, such as metropolitan regions or different countries, where consumer preferences and rivalry dynamics could vary substantially. Second, the study rests mostly on quantitative data gathered via self-reported questionnaires, which can be susceptible to response biases, including social desirability and remembrance biases. While the study examined reliability and validity, these biases can possibly impair the accuracy of the findings. Third, the study assesses only four independent factors known as price, service quality, brand image, and trends, perhaps overlooking other key components that might also impact consumer happiness, such as product variety, store environment, or customer service interactions. Additionally, the cross-sectional element of the study presents a snapshot in time, restricting knowledge of how these relationships may grow or shift over time due to changes in market conditions or consumer expectations. Finally, the study's dependence on regression analysis exposes the direction and strength of linkages but does not necessarily establish causation between the variables, underlining the need for future research utilizing longitudinal data or experimental methodologies to properly capture causal effects. These limitations suggest areas where future research may expand, such as studying additional factors affecting brand loyalty and customer satisfaction and extending the findings to diverse settings and periods.

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