CUSTOMER ENABLERS INFLUENCING TOOTHPASTE BRAND LOYALTY AMONG MILLENNIALS IN KENYAN PRIVATE UNIVERSITIES

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ABSTRACT

Consumer behavior is undergoing a gradual shift, moving away from frequent brand switching towards a loyalty-centered approach. While past research has individually investigated customer-enabling factors (customer switching costs, customer involvement, customer commitment, and customer relationship proneness) and their impact on brand loyalty, there exists a research gap on how these factors collectively influence brand loyalty among millennials. There is also scarce studies of African origin exploring CRP influence on loyalty. This study's primary objective was to explore customer enabling factors customers to influence brand loyalty concerning toothpaste among millennials attending private universities in Kenya. Previous research suggests that customer commitment, involvement, switching costs, and CRP influence brand loyalty to varying extents, sometimes displaying negative correlations. Through a descriptive research design, Social Exchange Theory was used to ground the study targeting a sample of 399 millennials enrolled at 19 chartered private universities in Kenya. A self-administered Likert scale questionnaire was distributed through a multi-stage sampling technique and data analyzed using Structural Equation Modeling and Confirmatory Factor Analysis via Maximum Likelihood method. Results revealed that customer commitment and switching costs influence is statistically significant on brand loyalty. Millennials are more likely to engage with a brand when the consumer-vendor-brand relationship is robust. Brand managers need to boost CRP and use relevant communication to boost commitment and involvement of millennials. They need to leverage switching costs by capitalizing on associated benefits these costs bring to customer to nurturing mutually beneficial long-term relationships. For future research, it was recommended to focus on the Generation Z cohort to investigate the impact of brand loyalty on non-convenience products.

Keywords; *Customer Enablers, Toothpaste, Brand Loyalty, Millennials*

INTRODUCTION

Millions of dollars are spent on marketing research to track brand loyalty levels (Mohammed et al., 2017) and understand consumers tendencies and capacities to become loyal. Customer capabilities explain customers' capacity and volition to be brand loyal inclusive of customer commitment, customers' involvement, customer switching costs and customer relationship proneness.

In the United States, consumers exhibit a strong preference for active involvement in brand communities, such as online forums or social media groups. Additionally, U.S. female targeting brands in the fashion industry are involving consumers in product development processes (Kim et al., 2018). This fosters a sense of ownership and connection as customers believe their opinions and preferences are valued and integrated into the final product. In Brazil, brand switching costs are perceived as inconvenient sacrifices and psychological constraints by consumers (Christino et al., 2020). This perception discourages them from switching to competitors. Yet a shift from traditional communication methods like advertising in Spain is taking place (Rather et al., 2018). These methods are incapacitated in light of the extensive expression of consumer behavior on social media platforms.

In Iran, customers perceive a higher value in their association with the brand, their commitment (Soleimani, 2019). Therefore, brands offering significant benefits and aligning them to consumer needs and preferences are likely to have stronger loyalty and commitment. Besides, involving smartphone shoppers in Taiwan also led to brand allegiance (Huang et al., 2017). Therefore customer involvement is possible even through passively interacting through advertisements, word-of-mouth recommendations, or social media presence to increase allegiance. In Indonesia, a positive association between company image, customer satisfaction, influenced loyalty (Hayati et al., 2020). A favorable brand perception increases satisfaction leading to loyalty.

Chuah et al., (2017) in Malaysia discovered that brands counter switching behavior by creating a distinct and differentiated marketing mix. By offering unique product features, superior customer service, personalized experiences or exclusive benefits, brands create barriers that make it less convenient or desirable for customers to switch. However, switching costs was impediment to switching brands, and a buyer's perception of high switching costs could cultivate affective loyalty (Kaur & Soch, 2018). Thus, corporate commitment and switching costs mediates trust and attitudinal brand devotion. In Indonesia, two distinct segments emerged : those exhibiting loyalty towards the brand and those whose focus was the price (Hidayanti et al., 2018). Product perceived product superiority focuses on quality, features, or performance while price conscious ones prioritize value, and hunt for competitive pricing or discounts or value-for-money propositions.

In Ghana, Kosiba et al., (2018) noticed that trustworthiness drives customer engagement to increase banking brand loyalty while customer satisfaction influences both product category involvement and relationship proneness in Algeria, (Menidjel et al., 2020). In South Africa, Dhurup et al., (2018) established uninterrupted influence of trust be on loyalty, emphasizing the strong link between commitment and brand loyalty. Thus, in Ghanaian and South African market, customers value trust, whereas in Algeria, satisfied customers engage in various product categories and develop stronger relationships with the brands they interact with.

In Botswana, Ledikwe (2020) discovered that commitment comes from mutual value for the brand and it is expended by how customers are served through creating intrinsic credentials. This reciprocal exchange of value is a pivotal catalyst for commitment. It underscores the brand's commitment to delivering services that align with the intrinsic needs, preferences, and values of its customers. Mbango (2018) saw customer gratification exhibiting a stronger effect on

normative commitment compared to calculative and affective commitment in South Africa. Implying normative commitment has obligation sense and whatever buyers feel towards a brand is based on their beliefs and values.

Oundo et al., (2016) discovered that customers do not exhibit strong commitment to low-involvement products. Meaning, specialty, high-value products tend to garner more commitment than low-involvement ones. Wechuli (2021) discovered that parking charges discouraged supermarket patronage. Patrons tended to avoid malls that imposed parking fees, opting for those without such charges. However, in resolving conflict trust was pivotal in marketing (Soi, 2018). Resolving issues demonstrates care for customers and contributes to their loyalty. In such scenarios, customer involvement pronounced more impact on loyalty compared to the value co-creation facilitated by internet-based technology(Ali, 2018). Consequently, through engaging in interactive experiences, customers develop a stronger sense of attachment and brand devotion.

Objectives of the Study

The objective of this study was to examine the consumer enablers rating effect on customer enablers on toothpaste brand loyalty among millennials in Kenyan Private Universities. In pursuit of this objective, the following hypotheses were investigated:

- $H_0 1$: There is no significant relationship between customer involvement and toothpaste brand loyalty among millennials in the Kenyan private universities.
- $H_0 2$: There is no significant relationship between customer commitment and toothpaste brand loyalty among millennials in the Kenyan private universities.
- $H_0 3$: There is no significant relationship between customer switching costs and toothpaste brand loyalty among millennials in the Kenyan private universities.
- $H_0 4$: There is no significant relationship between customer relationship proneness

and toothpaste brand loyalty among millennials in the Kenyan private universities.

Problem Statement

Brands recognize the importance of tapping into this demographic to boost profitability and expand their market share. Millennials present unique challenges to brand managers due to their high expectations and a relentless pursuit of the best deals in every transaction (Mungai, 2018). Nevertheless, there's a noticeable shift among them toward purchasing low-involvement products like toothpaste online (Harun & Husin, 2019). This shift is driven by their willingness to reward the best price with brand loyalty (Sarwar & Siddiqui, 2021).

Furthermore, the Covid-19 pandemic had a significant impact on people's purchasing power, resulting in a decline in dental and oral health, as well as a decrease in toothpaste sales (Rahme et al., 2022). The pandemic also negatively affected consumers' ability to purchase products due to reduced income and struggling economies. Prior to the Covid-19 outbreak, toothpaste sales were robust, driven by factors such as higher disposable incomes, hygiene concerns, the convenience of product usage, and advanced global distribution networks, as revealed by Kataria et al., (2019). However, in 2020, sales of toothpaste, toothbrushes, and mouth fresheners experienced a decline in Kenya due to lockdown measures (Euro Monitor International, 2021).

Despite these challenges, the toothpaste market remains fiercely competitive, with sales promotions emerging as the primary strategy to attract customers and foster brand loyalty (Eshikumo, 2020). This study investigated how consumers' capabilities impact brand loyalty among millennials for toothpaste in Kenyan private universities.

LITERATURE REVIEW

Theoretical Framework

Social Exchange Theory by Blau (1964) clarifies the presence of a communal reciprocal nature in which people engage, knowing and believing that they will receive benefits from the interaction. Consequently, an individual's future actions are likely to be driven by the anticipated yield from any interactions. SET envisions interdependent relationships that follow a norm of reciprocity for the parties involved (Huang et al., 2017). Individuals are then expected to maximize the benefits they receive and feel obligated to offer something in return during an interaction. Customers evaluate the rewards generated by others or a brand before deciding on the next step of action (Yin, 2018). Customers can reciprocate actions by committing to a brand and getting involved in activities provided by the brand in exchange for pronounced benefits. SET creates highly charged emotions of individual obligations, gratitude, and trust in the give-and-take transitions.

Empirical Literature Review

Kim et al., (2018) believes by actively engaging customers in the creation and development of brands can establish a relationship with them right from the beginning. This creates a connection at the inception of the brand's journey signifying a customer-centric approach which shows the brand's commitment to valuing and integrating customer input, preferences, and feedback. Customers' involvement looks at the interpersonal relations that can create brand loyalty through excellent communication (Oundo et al., 2016) but driven by the consumer's needs (Huang et al., 2017). Consequently, transparent and open communication serves to bolster trust and engagement among customers. However, Rather et al., (2018) dismisses outdated communicating such as advertising to create involvement. Millennials exhibit a range of evolving preferences and behaviors and such past approaches considered untrustworthy for attaining the desired degree of customer engagement and participation.

Therefore, instituting trustworthy channels that align with millennials buyer behavior is important (Kosiba et al., 2018). They are a substantial and influential segment that places high importance on qualities such as transparency, authenticity, and ethical standards in the brands. Such customers also endeavor not to lose perks and privileges, therefore the homogeneity of a product can render switching costs non-existent (Pick & Eisend, 2016). These costs relate to financial, physiological, emotional and physical creating an inhibition for consumers who wish to switch brands. Kaur and Soch (2018) suggests the adoption of true brand loyalty through attitudinal devotion. This aids brands to obtain inertia purchase even with intense rivalry across different categories of products.

This means switching costs can drive with potency of benefits and incentives to brand loyalty enabler (Bisschoff, 2020; Chepkoech et al., 2021). If the switching costs are high, consumers are unlikely to switch to a different brand, thereby increasing loyalty creating an imprisoning effect. Since customers are less inclined to explore other options due to the high switching costs creating commitment. Customer commitment is linked to brand loyalty, but not seen as a great enabler of it (Dhurup et al., 2018). Committed buyers perceive brands as a co-component of their existence, going beyond a simple transactional relationship. They feel a sense of emotional attachment, if excellent customer service and high-quality products are provided. Such acts helps build a brand image that resonates with the target market (Mbango, 2018). Such customers are not only loyal but become "ambassadors of the word of mouth," leading to increased sales.

With vendors involved customer relationship proneness requires open communication facilitated by the vendor (Soi, 2018) with a conscious effort by a customer to be linked to the brand (Menidjel et al., 2020). This includes deliberate actions such as vendors engaging customers who are actively seeking information about the brand. Loyalty demands the brand provide something valuable in

to its customers. Hence, there is a growing focus on crafting distinctive and captivating customer experiences since consumers are increasingly prioritizing the entirety of their interactions with a brand.

Loyal customers are a critical asset for the brand, and social media can be used for long-term survival (Hanaysha et al., 2021). Consumers are not solely focused on the quality; they seek overall brand experience such as interaction and personalization. An emotional bond can lead to long-term relationships and increased customer retention. In Sudan, companies have been forced to create enhanced marketing strategies to win loyal customers and influence growth and profits (Mohammed et al., 2017). Businesses understand that retaining and winning over loyal customers is essential for their growth and profitability given the changing consumer behaviors, market dynamics, or competitive pressures.

Connotation of retaining loyal customers is highlighted by industry players keen on retaining their market share and profits, compounded by low new customer acquisition and high defection rates (Mungai et al., 2017). The repercussions of losing market share can detrimental to a company's

financial performance. This implies brands must search for customers repeatedly purchase from them and form an emotional attachment or dependence to it (Unurlu & Uca, 2017). These customers have a profound emotional attachment or reliance on the brand manifesting as feelings of trust, affinity, or a sense of belonging to the brand's community. Behavioral aspects of loyalty are evident in practical actions towards a brand, such as buying related merchandise (Irianto & Kartikasari, 2020). Loyalty extends beyond mere passive sentiment and is evident through proactive behaviors. Consumers exhibit their loyalty by actively engaging with the brand and taking part in activities that promote it.

METHODOLOGY

A descriptive research design was adopted and 399 students, aged between 23 and 43 years, enrolled in all chartered private universities in Kenya were targeted from 144,859 using the Slovin Formula to achieve a 5% margin of error and a 95% confidence level. Quantitative research using SEM, CFA and Maximum Likelihood method was done as Daystar University Ethics Committee gave approval for closed-ended questionnaires dissemination.

Figure 1

Customer Enablers linkage to Brand Loyalty Using Amos Model
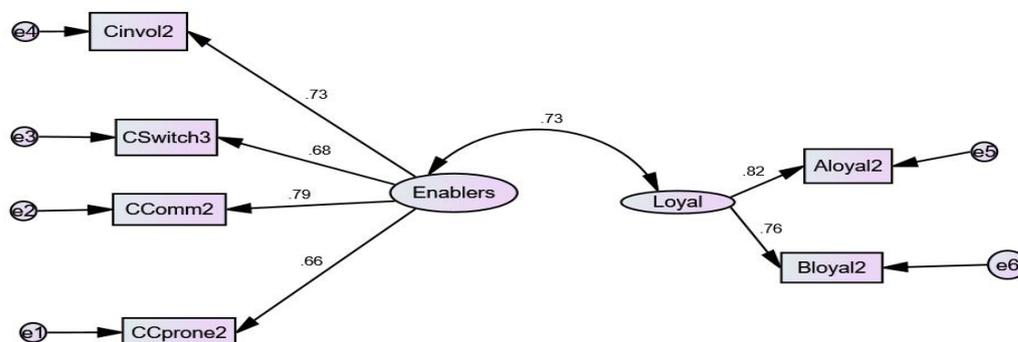
Note; Initial hypothesized links between customer enablers and brand loyalty using SEM (AMOS)

Table 1

Population Statistics

	Number	Percentage
Male	175	43.9%
Female	224	56.1%
22 to 26 years	322	80.7%
27 to 32 years	43	10.8%
33 to 37 years	17	4.3%
38 to 42 years	16	4%
Degree	317	79.45%
Diploma	32	8.02%
Master's	44	11.03%
PhD	6	1.5%

Note; Identified Population Statistics

Reliability, Multicollinearity and Test for Outliers

The Cronbach's alpha values are summarized in Table 3 with Mahalanobis distance identified significant deviation observations (see table 2). Variance Inflation Factors measured collinearity, following the logic that if no independent variables were correlated, then VIFs would be 1.

Table 2

Detected Outliers

Observation Number	Mahalanobis d-squared	p1	p2
1	214.979	0.00	0.00
2	136.176	0.00	0.00
298	101.457	0.00	0.00
3	101.046	0.00	0.00
38	94.363	0.00	0.00

Note; Identified unusual observations

Table 3

Descriptive Statistics

Variable	Scale items	Cronbach Alpha	Mean	Standard Deviation	VIF
Customer Involvement	4	0.87	2.97	0.87	1.83
Customer Switching Costs	5	0.71	2.53	0.69	1.53
Customer Commitment	5	0.79	2.57	1.08	1.68
Customer Relationship Proneness	4	0.82	3.07	1.17	1.64
Attitudinal Brand Loyalty	6	0.77	2.09	0.68	
Behavioural Brand Loyalty	3	0.80	2.26	0.65	

Note; Descriptive Statistics in the study

Validity and Reliability Tests

KMO values were 0.788 while The Bartlett's Test had a Chi-Square value of 488.608 (p-value of 0.00) at 0.05 significance level

Table 4

KMO and Bartlett's Test

Kaiser-Meyer-Olikin Measure of Sampling Adequacy		0.788
Bartlett's Test of Sphericity	Approx., Chi Square	488.608
	df	6
	sig	.000

** Correlation is significant at the 0.01 level (2-tailed).

Note. KMO and Bartlett's Test results

The KMO values, at 0.788, suggest that the data is quite good, although achieving a value of 0.8 or higher would be considered excellent. When applying PCA with Oblimin rotation, all variables could not consolidated into a single component, making it impossible to generate a distinct component matrix. However, it's worth noting that all the variables displayed Eigen Values exceeding 0.45.

Table 5

Commonalities

Factor	Initial	Extraction
Customer Involvement	1.000	.686
Customer Switching Cost	1.000	.586
Customer Commitment	1.000	.642
Customer Relationship Proneness	1.000	.619

Extraction Method: Principal Component Analysis.

Table 6

Initial Eigenvalues

		Total Variance Explained				
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.533	63.330	63.330	2.533	63.330	63.330
2	.568	14.202	77.532			
3	.503	12.573	90.105			
4	.396	9.895	100.000			

Extraction Method: Principal Component Analysis.

Table 7

Factors – Component Table

Factor	Component 1
Customer Involvement	.828
Customer Switching Cost	.765
Customer Commitment	.801
Customer Relationship Proneness	.787

Extraction Method: Principal Component Analysis. a. 1 components extracted.

Figure 2

The Scree Plot for Customer Enablers and Brand Loyalty
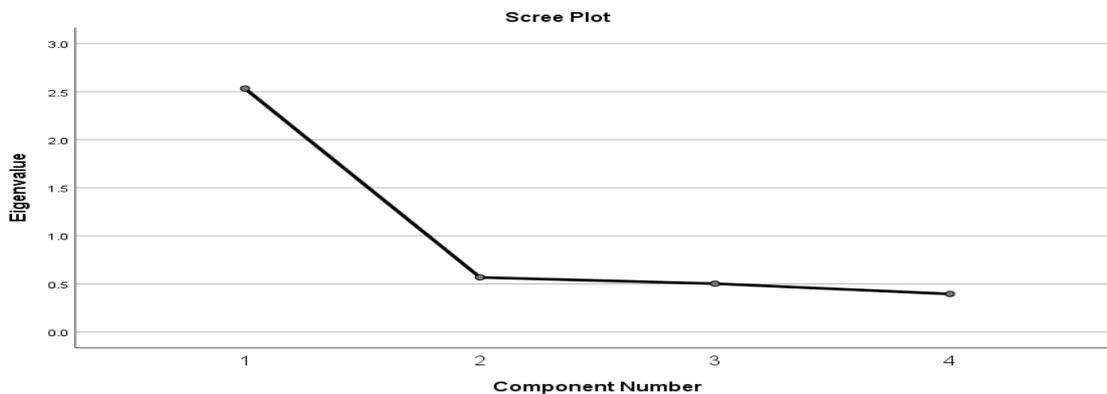
Model Fit

The study used several baseline comparison to assess the model fit. Sharif and Nia (2018) recommendend co-varying to improve the model.

The error terms linked to customer involvement and customer relationship proneness (e1 and e4) were co-varied leading to an Incremental Fitness.

Table 8

Final Chi Square and Degree of Freedom Table

| Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	14	23.040	7	.002	3.291
Saturated model	21	.000	0		
Independence model	6	880.648	15	.000*	58.710

Note; calculated Chi-Square statistics, at the 0.01 level.

Sharif and Nia (2018) recommends co-varying to improve the baseline comparison Incremental Fitness. NFI increased from 0.947 to 0.974, RFI from 0.901 to 0.944, IFI from 0.956 to 0.982, TLI from 0.917 to 0.960, and CFI from 0.956 to 0.981. When these factors approach a value of 1, it signifies an improved fit for the model (See table 9).

Figure 3

Customer Enablers linkage to Brand Loyalty Using Amos Model with Co- varying
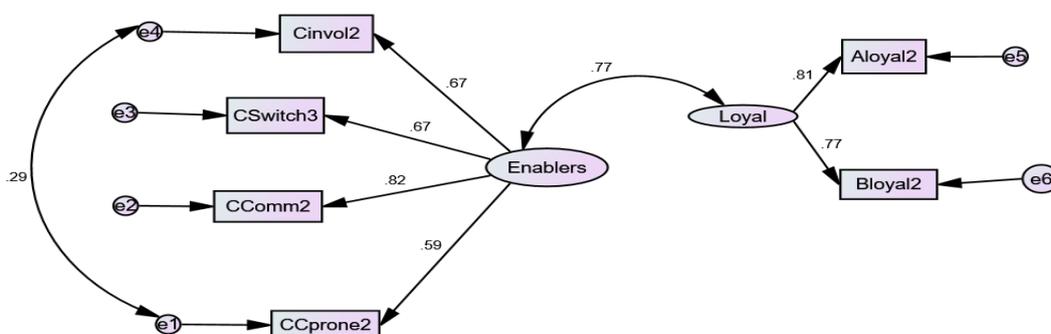
Note; This figure shows hypothesized relationships between customer enablers and brand loyalty.

Table 9

Final Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.974	.944	.982	.960	.981
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Note; Baseline values higher at significance level of 0.05.

The RMSEA stands at a moderate level of 0.067 t with the lower confidence limit at 0.0431 and the upper limit at 0.112 (p-value = 0.000) at the 0.05 level of significance a commendable fit of the model to the population (Moolla, 2010) indicating a strong alignment between the model and the observed data (Shi et al., 2019).

Table 10

RMSEA Comparative Fit Index

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.076	.043	.112	.090
Independence model	.383	.362	.405	.000

Note; RMSEA, at a significance level of 0.05.

The Hoelter's test computed values were 240 (α = 0.05) and 316 (α = 0.01), which are both above the required sample size of 75, indicating that the sample is adequate for this study.

Table 11

Hoelter's Index

Model	HOELTER .05	HOELTER .01
Default model	240	316
Independent model	12	14

Note; The table presents the calculated Hoelter's Index value

FINDINGS

The path analysis assessed the significance of the relationship between customer enablers and brand loyalty at a significance level of 0.05 by investigating the causal links within the hypothesized model.

The regression weight for customer switching costs was 0.744 (standard error (se) = 0.058), with a factor loading of 0.69 and an R-squared value of 0.47. In the path analysis, for customers switching cost the estimate was 0.611 (se = 0.054, critical ratio (cr) = 11.30 p-value = 0.000). Hierarchical regression unveiled a coefficient of ß = 0.19 (t-value = 4.50, p-value = 0.000).

Table 12

Path Analysis	Path Estimate	Standard Error	Critical Ratio	P- Value	Factor Loadings	Coefficient of Determination
Customer Relationship Proneness and Customer Enablers	1.000	----	-----	-----	0.61	0.37
Customer Switching Costs and Customer Enablers	.611	.054	11.307	***	0.69	0.47
Customer Involvement and Customer Enablers	1.077	.087	12.333	***	0.72	0.52
Customer Commitment and Customer Enablers	.813	.067	12.179	***	0.77	0.59
Attitudinal Brand loyalty and Brand Loyalty	1.000	-----	------	-----	0.86	0.73
Behavioural Brand Loyalty and Brand Loyalty	1.090	.071	15.443	***	0.73	0.54

Note; Path analysis results with corresponding path estimates, standard errors, critical ratio, p-value, factor loadings, and coefficient of determination.

Customer involvement exhibited an R-squared value of 0.52, a factor loading of 0.72. Additionally, through path analysis, a notable estimate of 1.077 emerged (p-values of 0.087, 12.333, and 0.000). The coefficient was recorded as 1.077. Hierarchical regression result indicated ß = 0.10, t = 0.33, and p-value of 0.74).

CRP exhibited an R-squared of 0.37, with factor loading of 0.61 while the path analysis, had an estimate of 1, potentially implying the presence of perfect multicollinearity complicating the discerning the discrete impact of CRP and customer enablers to foster brand loyalty. The analysis additionally unveiled a regression weight of 1.113 (se of 0.101, cr = 10.991, a p-value of 0.000). Hierarchical

regression analysis, CRP had a coefficient of ß = 0.02, a t-value of 0.72, and a p-value of 0.47.

The analysis of the path shows a significant estimate of 0.813 (se = 0.067, cr = 12.179, and p-value = 0.000) for customer commitment to and customer enablers. The factor loading for customer commitment was 0.77, with an associated R-squared value of 0.59. In the hierarchical regression model, customer commitment had a weighty impact on brand loyalty, with a coefficient of ß = 0.36, t-value = 10.31, and p-value = 0.000

Customer enablers had a regression weight estimate of 0.72 (se = 0.84, cr = 12.978, p-value = 0.00) see table 1)

Table 13

Regression Weight Results of Customer enablers on Brand Loyalty

Hypothesis	Estimate	SE	Critical Ratio	p-value	Results
H$_o$3 Customer enablers on brand loyalty	0.72	0.84	12.978	0.000	Reject

Note; Customer enablers and brand loyalty hypothesis testing

The correlation outputs tabulating ranges between -1 and +1, as outlined. The findings demonstrate that an enhancement of these factors results in

elevated toothpaste brand loyalty among millennials

Table 14

Correlation Outputs

Customer Involvement	1			
Customer Switching Cost	0.48[**]	1		
Customer Commitment	0.56[**]	0.51[**]	1	
Customer Relationship Proneness	0.57[**]	0.46[**]	0.47[**]	1
P values				
Customer Involvement	0.00	0.00		
Customer Switching Cost	0.00	0.00	0.00	
Customer Commitment	0.00	0.00	0.00	0.00
Customer Relationship Proneness	0.00	0.00	0.00	0.00

Note; The table illustrates the correlation results among customer enablers factors at significance

The KMO values indicate an adequate sampling (0.93) exceeding the recommended minimum value of 0.5 (p-value =0.00) (Muzaffar, 2016). The Bartlett's Test posted a Chi-Square value of 3001.161 (p-value of 0.00) indicated further reduction of correlated items (Mohd et al., 2019).

Final Comparative Fit Index was 0.981, indicating a highly favorable fit. The initial CMIN/DF value 5.809 improved to 3.291 after co-varying error terms in line with the modification index covariance. The Hoelter's test computed values were both above the required sample size of 75 moving from 168 to 185 at a 0.05 significance level and 186 to 205 at a 0.01 significance level.

DISCUSSIONS

The findings revealed that covariance between error terms related to customer involvement and customer relationship proneness yielded a value of 0.29. This suggests that fostering involvement among millennials is a reliable strategy for enhancing customer-vendor-brand relationships. Additionally, it indicates that equipping vendors is the most effective approach for a brand to engage millennials. When millennials are uninvolved, they do not want to sustain a relationships, consequently, once millennials become involved, they can uphold a relationship with the brand, implying that perceived quality brands may appear financially inaccessible to millennials. This results are consistent with Amin et al., (2019) who found the link between customer involvement and customer relationship proneness and brand loyalty for luxury items. Customers who have a positive relationship with the vendor are more likely to engage with the product in various ways, such as repeat purchases, providing feedback, and brand advocacy.

However, the study found that customer commitment was significant therefore influencing both customer enablers and brand loyalty. A regression weight of 1 between the two for the variables indicates a strong and positive link but shows traces of perfect multicollinearity making it difficult to distinguish the individual contributions of other factor. Studies have highlighted positive impact of commitment on brand loyalty (Ledikwe, 2020; Soleimani, 2019). However, Oundo et al., (2016) contradict these findings . But customers might be committed to low involvement products if they are essential and are used daily. The use of social media consumer can also increase involvement If customers are actively involved in the brand's activities, such as providing feedback, participating in co-creation initiatives, or engaging in interactive experiences, they develop a stronger sense of attachment and loyalty towards the brand.

The study also found that switching cost was statistically influencing brand enablers and brand loyalty significantly. Amanah et al., (2021) and

Christino et al., (2020) supports this notion . Customers can opt to continue buying if the deterrence costs are high instigating a superficial loyalty. This is because customers do not want to lose beneficial relational status that come with sticking to a brand with distinctive and differentiated marketing mix. Especially those brands offering unique product features, superior customer service, personalized experiences or exclusive benefits among others. Moreover those with an online presence encourages active customer participation such as communities to curb switching by building a sense of belonging, connection, and brand devotion.

However customers' involvement on its own was found to be insignificantly linked to customer enablers and brand loyalty. Studies differ on the impact of customer involvement on brand loyalty (Izogo & Mpinganjira, 2022; Oundo et al., 2016). Nowadays social media is a tool for brand involvement (Rather et al., 2018) since traditional methods have a challenge of clarifying emotional, cognitive, and behavioral engagements (Kosiba et al., 2018). It implies that social media platforms have gained prominence as effective means for brands to engage with their audience and create involvement since they offer unique opportunities to connect with customers in more interactive and personalized ways.

Dhurup et al., (2018) sees results in commitment coming from trust influence loyalty, emphasizing the strong link between commitment and brand loyalty. If exhibit customer gratification exhibited a stronger effect on normative commitment compared to calculative and affective commitment since normative commitment has obligation sense and loyalty that individuals feel towards a brand or organization based on their beliefs and values (Mbango, 2018). But Soleimani, (2019) sees customers perceive a higher value in their association with the brand, their commitment. However commitment is derived from mutual value for the brand and expended by how the brand serves customers through creating intrinsic credentials.

Lastly customer relationship proneness also own its own was not significant despite its regression weight of 1.113. This regression weight explains a strong and positive stimulus of customer relationship proneness on customer enablers. This disputes Olavarría-Jaraba et al., (2018) results that quality and CRP linkage were significant and positively related. Toothpaste being a convenience product that does not necessary need any vendor support. Results indicate trust via fulfilling promises in marketing between vendors and customers intensifies relationship quality. CRP was seen as crucial reflecting the stable inclination of customers to engage in interactions with service providers or brands (Gaur et al., 2019) study discovered. Besides, emphasis was on the significance of CRP in influencing purchase intention and word-of-mouth communication. A positive association between company image, customer satisfaction, and subsequent loyalty was discovered with customer satisfaction directly influencing loyalty.

CONCLUSIONS, RECOMMENDATIONS, SUGGESTION FOR FUTURE RESEARCH

The study's findings indicated that customer commitment and switching costs have a significant influence on brand loyalty. Therefore, it is imperative to comprehend and fulfill customer needs and preferences to foster commitment and also use switching costs strategically to keep customers loyal. Conversely, customer involvement and customer relationship proneness have do not appear to impact brand loyalty among millennials. However, a robust consumer-vendor-brand relationship can stimulate customer involvement. Customers who enjoy positive vendor relationships are more inclined to engage with the product through repeat purchases, feedback, and advocating for the brand.

Brands should leverage the advantages associated with switching costs to cultivate mutually beneficial, long-term relationships with their

customers. They also ought to view the vendor-customer relationship as a valuable strategic asset within their marketing initiatives consequently, prioritize the creation and maintenance of strong connections between millennials and vendors to elevate customer involvement levels with their products. This implies the necessity to expand their focus beyond product features and marketing campaigns, investing in the nurturing and management of relationships between customers and vendors. Furthermore successfully foster and harness customer commitment can achieve a competitive advantage by maintaining a loyal customer base that is less inclined to switch to rival competitors.

For future research, it is advisable to shift focus to the Generation Z cohort to explore the impact of brand loyalty on non-convenience products

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