

Brand loyalty is part of Brand Equity. The procurement model is AA, BB, and AB, showing a loyal consumer divided between brands A and B. Third, loyal conversions – these are customers who switch from one brand choice to another. Moreover, by remaining loyal, consumers bring a blind perspective to other brands that may be better than selected brands. Therefore, the purchase model becomes AAA and BBB, which indicates that the consumer has moved from A to B to brand loyalty. The purchase model is AC, EB, DB, etc. Therefore, purchasing models A, A, A, A, A, and A is the total loyal customer of brand A. They are loyal consumers of two, loyal, two or three brands. Brand loyalty greatly affects the consumer's brand selection.