

# **The Impact of Product Quality on Customer Loyalty: An Analysis of Navarra Food Products**

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## **ABSTRACT:**

This study determined the impact of product quality on customer loyalty, focusing on Navarra Food Products. In the competitive food industry, maintaining high product quality is essential for sustaining brand trust and encouraging continued patronage. The research highlighted key quality dimensions—performance, reliability, durability, aesthetics, and conformance—as significant factors influencing customer loyalty. Using a mixed-method approach, the research integrated quantitative surveys and qualitative interviews to analyze the relationship. Findings showed that consistent taste, freshness, appealing aroma, and well-designed packaging enhanced consumer satisfaction and brand preference. Emotional and behavioral loyalty were evident through repeat purchases, strong brand attachment, and positive word-of-mouth. Despite pricing changes, loyalty remained strong when quality is preserved. The study concludes that product quality is a powerful driver of customer loyalty and long-term business success, offering valuable insights for quality-focused brand strategies in the food sector.

**KEYWORDS:** product quality, customer loyalty, Navarra Food Products, food industry, brand trust, consumer satisfaction, quality dimensions, emotional loyalty

## **Chapter 1**

### **THE PROBLEM AND ITS BACKGROUND**

Present in this chapter are the introduction, statement off the problem, null hypothesis, theoretical framework, conceptual framework, significance of the study, scope and limitation of the study, and definition of terms.

### **Introduction**

Maintaining customer satisfaction and loyalty depends on product quality, which is crucial for the success of businesses. In today's competitive environment, companies that consistently provide high-quality products are able to cultivate enduring customer relationships. According to Parasuraman, Zeithaml, and Berry (2010), product quality was one of the main attributes that influences a customer's perception of value and, subsequently, their loyalty. Additionally, Kumar and Shah (2015) underlined that companies focus on quality, have customers with strong emotional connections, thus improving loyalty and repurchase intentions. These relations become important given that customers perceive value in the quality offered, and thus become loyal, provide repeat purchases, and referrals.

The relationship between quality of products and customer loyalty has been extensively documented in the literature. Findings by Chinomona (2013) indicated that product quality directly affects customer satisfaction, which in turn drives loyalty. Furthermore, Yu and Lee (2021) concluded that customers who are consistently satisfied

with a brand's product quality tend to strengthen their loyalty toward it, frequently becoming brand advocates. This illustrated that providing exceptional product quality not only fulfills customer expectations but also surpasses them, nurturing enduring loyalty and retention.

In the Philippines, product quality is becoming more important in relation to the purchasing behavior of consumers. Coupled with their diverse tastes, Filipino consumers are becoming more sophisticated by emphasizing the quality, trust, and utility of the products they buy. Sunga and Chua (2020) noted that Filipino consumers have brand loyalty on companies that meet their quality expectations or even surpass it. Businesses today need to maintain high standards of products in light of growing competition, both local and overseas, in order to improve their customer relations and expand their market share. Practical suggestions for raising customer satisfaction, boosting product quality, and bolstering customer loyalty, all of which helped Navarra Food Products maintain its place in the cutthroat industry.

Challenges and opportunities of maintaining consistent product quality are always present for Navarra Food Products. As a well-known brand in the local food sector, Navarra Food Products is confronted with the intricate challenge of growing the company's operations while also maintaining the quality standards that have developed a customer base

devoted to the brand. Recent surveys conducted with customers and retailers pointed out concerns regarding discrepancies in the quality of products which can be detrimental to customer satisfaction and loyalty for the long run. Compounded by the dynamics of the food market, these quality issues need to be resolved to retain and increase customers.

The purpose of this study was to determine how Navarra Food Products' customers' loyalty is affected by product quality. In the context of the Philippine food sector, this study attempted to provide light on how product quality affects consumer loyalty by looking at the experiences of wholesalers, retailers, and regular customers. The results provided practical suggestions for raising customer satisfaction, boosting product quality, and bolstering customer loyalty, all of which could help Navarra Food Products maintain its place in the cutthroat industry.

### **Statement of the Problem**

This study aimed to determine the perceived level of product quality, level of customer loyalty and the relationship between the level of product quality as perceived by the respondents and the level of customer loyalty to Navarra Food Products.

This study specifically intended to answer the following specific questions:

1. What is the level of product quality of Navarra Food Products frozen foods as perceived by the respondents in terms of;
  - 1.1 performance,
  - 1.2 reliability,
  - 1.3 durability,
  - 1.4 aesthetic and
  - 1.5 conformance?
2. What is the respondents' level of customer loyalty to Navarra Food Products in terms of:
  - 2.1 cognitive,
  - 2.2 affective,
  - 2.3 conative and
  - 2.4 action?

3. Is there a significant difference in the level of product quality of Navarra Food Products frozen foods as perceived by the respondents when they are grouped according to type of customer?
4. Is there a significant difference in the respondents' level of customer loyalty to Navarra Food Products when the respondents are grouped according to type of customer?
5. Is there a significant relationship between the level of product quality of frozen foods as perceived by the respondents and their level of customer loyalty to Navarra Food Products?
6. What are the experiences encountered by the respondents regarding product quality of frozen foods of Navarra Food Products?
7. Based on the results of the study, what Customer Loyalty Program can be proposed?

### Null Hypotheses

Based on the stated statement of the problem, this study sought to test the following hypotheses:

1. There is no significant difference in the level of product quality of Navarra Food Products frozen foods as perceived by the respondents when they are grouped according to type of customer.
2. There is no significant difference in the respondents' level of customer loyalty to Navarra Food Products when the respondents are grouped according to type of customer.
3. There is no significant relationship between the level of product quality of frozen foods as perceived by the respondents and the level of customer loyalty to Navarra Food Products.

### Theoretical Framework

This study was anchored on the Eight Dimensions of Product Quality theory, proposed by David A. Garvin, and Oliver's Four Stage Model of Loyalty.

### Eight Dimensions of Product Quality Theory

This study utilized five out of eight dimensions of the product quality theory. These are performance, reliability, durability, aesthetic, and conformance based on David A. Garvin's Eight Dimensions of Product Quality Theory. Specifically, in the food products context, Garvin's framework offers a comprehensive approach to evaluating the various factors that contribute to a product's overall quality. In order to influence consumer perceptions and promote customer satisfaction and loyalty, these factors—performance, reliability, durability, aesthetics, and conformance perceived quality—are crucial. How effectively a product satisfies consumer expectations about flavor, texture, and nutritional content is referred to as performance. Features are extra attributes that set the product out in the marketplace, such as distinctive flavors or certifications. Taste, smell, and look are all aspects of a product's aesthetics that have a big influence on the customer experience. Conformance refers to meeting established quality standards, safety regulations, and consistency in production. (Garvin, 1987).

As for customer loyalty, Oliver's Four-Stage Model of Loyalty was used in this study.

### Oliver's Four-Stage Model of Loyalty

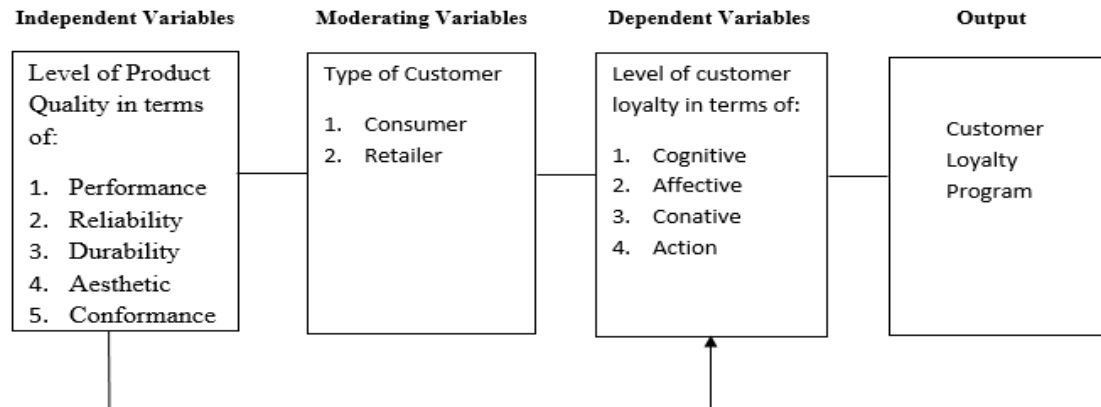
A thorough grasp of how consumer loyalty develops through a series of psychological stages—cognitive, emotional, conative, and action—is provided by Richard Oliver's Four- Stage Model of Loyalty. During the cognitive loyalty stage, consumers form allegiance based on logical evaluations, such as the conviction that a brand provides better value or quality. Customers choose a brand because it fulfills their functional

needs, which is a rational assessment (Oliver, 1999). Customers enter the affective loyalty stage, which is marked by emotional attachment, as they continue to engage with the brand. This stage shows favorable sentiments and individual preferences for the brand, frequently as a result of constant happiness or compatibility with personal ideals (Back & Parks, 2003). Strong repurchase intentions, even if they do not yet translate into actual purchases, are a hallmark of the conative loyalty stage, when consumers make a commitment to stick with the brand going forward. Lastly, action loyalty happens when this desire is translated into real purchasing behavior, with consumers demonstrating a tangible commitment to the brand and actively overcoming any obstacles to purchasing (Evanschitzky & Wunderlich, 2006). This approach gives organizations important insights into how to foster client loyalty at every level by highlighting the slow transition from cognitive knowledge to emotional attachment and, eventually, to behavioral actions (Oliver, 1997, 1999).

## Conceptual Framework

The study determined the relationship of product quality and customer loyalty, considering the moderating role of the type of customer. The independent variable, product quality, included performance, reliability, durability, aesthetics, and conformance. The dependent variable, customer loyalty was measured through cognitive, affective, conative, and action dimensions. The moderating variable, type of customer, influences the relationship between product quality and customer loyalty. Based on these relationships, the study aimed to develop a customer loyalty program as an outcome.

Presented in Figure 1 is the schematic diagram of the study.



**Figure 1**  
**Schematic Diagram of the Study**

## Significance of the Study

The result of this study was deemed significant for the following:

**Navarra Food Products Management.** The study provided valuable insights into how product quality affected customer loyalty. By understanding the key food quality elements that most strongly influenced customer decisions, Navarra Food Products was able

to improve these attributes to enhance customer satisfaction and loyalty. This also led to increased market share, a competitive advantage, and stronger consumer trust, among others.

**Food Industry.** The findings offered other companies in the food sector evidence-based insights into the relationship between product quality and customer loyalty. Competitors and new entrants in the market

used these conclusions to refine their quality management practices, contributing to improved industry standards and heightened customer satisfaction.

**Product Managers and Marketers.** The study helped product development teams and marketers identify the specific quality attributes (such as performance, reliability, and aesthetics) that best fostered loyalty. Armed with this knowledge, marketers were able to better tailor promotions, branding efforts, and product features to appeal to customers' preferences, boosting customer retention.

**Customers.** By encouraging Navarra Food Products and other businesses to improve the quality of their products based on customer preferences, the study ultimately benefited consumers. As Navarra Food Products focused on enhancing product quality to foster loyalty, customers experienced better products, leading to greater satisfaction and a stronger overall consumer experience.

**Researcher.** This study was significant for the researcher as it enhanced her understanding of the relationship between product quality and customer loyalty. It allowed her to apply theoretical knowledge to a real-world context, particularly within the food industry. The research process also improved her skills in data gathering, analysis, and critical thinking. Furthermore, it contributed to her academic growth and provided a strong foundation for future studies or professional work related to business, marketing, or customer behavior.

**Other Researchers.** This study contributed to the existing body of research on the relationship between customer loyalty and product quality. By providing real data specific to food products, particularly Navarra Food Products' offerings, it enriched academic knowledge and laid a foundation for future research on similar topics across other industries or product categories. It also served as a supporting reference for other researchers in their future studies.

### **Scope and Limitation of the Study**

This study aimed to determine the relationship between the level of product quality and the level of customer loyalty to Navarra Food Products using a mixed-methods approach, involving both qualitative and quantitative research methods. The research focused on customers at Navarra Food Products, Main Store, Bakhaw Sur.

Using a mixed-methods approach, the research integrated quantitative surveys and qualitative interviews to analyze the relationship between product quality and customer loyalty. Product quality was assessed through five dimensions—performance, reliability, durability, aesthetics, and conformance—while customer loyalty was measured in terms of cognitive, affective, conative, and action components. Quota sampling was used to select 100 respondents for the quantitative part, while purposive sampling was applied in choosing three participants for qualitative interviews. The type of customer was considered a moderating variable. Since there was no available record of the regular arrival of customers in the store, quota sampling was deemed appropriate to ensure representation across different customer types.

The qualitative aspect involved interviews with selected participants to explore their perceptions of product quality and their reasons for customer loyalty. Data collection took place from February to March 2025, using a researcher-made questionnaire and an interview guide to gain deeper insights. The data were analyzed through thematic analysis, which

involved the use of codes, sub-themes, themes, and main themes to identify patterns and draw meaningful interpretations from the participants' responses.

**Definition of Terms**

The following are definitions of words used in this study. It provided correct meaning and explanation of all the terms used in the conceptual framework.

**Level of Product Quality.** It refers to the degree to which a product meets or exceeds customer expectations based on specific attributes or dimensions. (Harvard Business Review).

Level of product quality in this study was used to refer to the business's adherence to reliability, durability, aesthetics, and conformance in its operations, ensuring products meet established standards and consistently satisfy customer expectations. Its categories included excellent, good, fair and poor.

**Performance.** Performance refers to the basic functioning and features of a product that meet customer needs, such as taste and freshness in food products (Garvin, 1987).

In this study, performance referred to how well the products satisfy customer expectations in terms of taste, freshness, and texture, which were considered the core attributes of the product's quality.

**Reliability.** Reliability refers to the consistency of a product's performance over time without failure or defects (Garvin, 1987).

In this study, reliability meant the consistent taste, quality, and freshness of the products with every purchase, ensuring customers receive the same level of satisfaction each time.

**Durability.** This refers to the measure of a product's lifespan or how long it can be consumed before it deteriorates or requires replacement (Garvin, 1987).

In this study, durability referred to the product's shelf life—how long it remains safe and enjoyable to consume without spoilage under proper storage conditions.

**Aesthetic.** This refers to the product's sensory characteristics such as look, feel, smell, or taste—how really pleasing the product is to the senses (Garvin, 1987).

In this study, aesthetic pertained to the product's appearance, packaging design, color, which contributed to a positive first impression and customer appeal.

**Conformance.** This refers to which a product's design and operating characteristics meet established standards and specifications (Garvin, 1987).

In this study, conformance referred to how well the products meet company standards for quality, ingredient composition, packaging, and labeling as promised to customers.

**Level of Customer Loyalty.** This refers to customers who consistently choose a particular brand or product over time, driven by positive experiences, satisfaction, and emotional attachment (SAGE Journals).

In this study, level of customer loyalty is referred to commitment of customers to repeatedly purchase and recommend Navarra Food Products. Its categories included very high, high, low and very low.

**Cognitive.** This refers to a customer's logical and reasoned evaluation of a product, typically based on perceived value, quality, or performance compared to alternatives (Oliver, 1999).

In this study, cognitive loyalty referred to customers' belief that Navarra Food Products offer better quality and value compared to competing brands.

**Affective.** This refers to on the emotional attachment a customer feels toward a brand due to positive experiences and satisfaction over time (Oliver, 1999).

In this study, affective referred to the emotional connection or fondness customers feel toward the brand, often driven by consistent satisfaction and product enjoyment.

**Conative.** This refers to customer's intention or commitment to repurchase or continue using a brand, even before the actual behavior occurs (Oliver, 1999).



In this study, conative loyalty referred to the customers' intention or strong willingness to continue buying the products in the future.

**Action.** This refers to the customer repeatedly buys the product and actively resists switching to other brands, demonstrating actual loyal behavior (Oliver, 1999).

In this study, action loyalty was shown when customers consistently repurchase the products and ignore competing brands, even in the presence of marketing efforts from competitors.

## Chapter 2

### REVIEW OF RELATED LITERATURE

This chapter presents the related literature including concepts and studies that various authors and scholars have put forward in relation to the research study being conducted. It presents topics product quality and customer loyalty. A synthesis is also presented after the topics being presented.

#### Product Quality

Product quality is an essential element of business success, encompassing the attributes that make a product valuable and acceptable to consumers. It is commonly defined as the extent to which a product meets or exceeds customer expectations in areas such as performance, reliability, durability, and aesthetic appeal (Garvin, 1987). Kotler and Keller (2016) further highlight that product quality is a critical factor in building brand reputation and customer loyalty, as well as in achieving competitive differentiation. As companies strive to provide better products, quality assurance and continuous improvements become key components of a company's strategic efforts to maintain customer satisfaction and drive profitability. Garvin (1987) also identified that product quality is multidimensional, often categorized into performance, features, conformance, reliability, and durability, all of which contribute to the product's overall appeal and functionality.

Product quality is a crucial factor in ensuring customer satisfaction and business success. Effective quality control measures enable businesses to identify and eliminate defects, ensuring that only high-quality products reach consumers. When customers consistently receive well-crafted, reliable products that meet their expectations, their trust in the brand strengthens, leading to repeat purchases and positive word-of-mouth recommendations. Superior product quality fosters brand loyalty, which is essential for sustaining a competitive edge in the marketplace.

Conversely, poor product quality due to inadequate quality control can result in defective or substandard items, leading to customer dissatisfaction and frustration. Negative experiences can quickly spread through online reviews,

causing a decline in consumer trust, reduced sales, and potential damage to a company's reputation. In an era where customer opinions circulate rapidly, maintaining high product quality is more critical than ever. Businesses must integrate rigorous quality control processes into their operations to consistently meet consumer expectations, strengthen brand credibility, and secure long-term market success. This discussion presents the indispensable role of product quality in driving customer loyalty and overall business growth (Dr. R. Anitha, Ms. Shubhakarini, S, Sowanthrya S, Sooraj H, Shiny evangelin. B, Sharmigaa. B, 2024).

The product's quality is one of its attributes. The capacity to fulfill the demands that have been both latent and determined. The item is described as everything that can be made available to the market for profit focus, knowledge, utility, or consumption that fulfills the requirements or desires. Philip Kotler asserts that there are eight. The following are aspects of quality: (1) performance (performance): a system's

operational qualities feature or feature (feature), (3) important product reliability: the likelihood that a product would malfunction or fail, (4) compliance with the requirements for service ability (7) Aesthetics: the way a product is heard and seen, and (8) assessments of perceived quality, (Anggita, R., & Ali, H. 2017).

High product quality offers numerous advantages to businesses. It is closely linked to customer satisfaction, which, in turn, enhances customer loyalty, reducing churn and encouraging repeat purchases (Zeithaml, 1988). Additionally, products of superior quality are more likely to differentiate a brand from its competitors, allowing companies to command premium prices and thereby improve profitability (Porter, 1990). Furthermore, maintaining consistent product quality can lead to positive word-of-mouth, enhancing the company's reputation and attracting new customers. By investing in quality, companies can also reduce the costs associated with returns, repairs, and product failures, thus ensuring long-term financial stability and growth (Kotler & Keller, 2016).

Despite the numerous benefits, there are challenges associated with maintaining high product quality. The most significant drawback is the increased production costs, as high quality products often require superior raw materials, advanced technology, and skilled labor, which can raise manufacturing expenses (Garvin, 1987). These higher costs might be passed on to consumers in the form of higher prices, potentially limiting the product's market reach, especially in price-sensitive segments. Additionally, maintaining consistent quality across large production volumes can be difficult and resource-intensive, requiring rigorous quality control processes (Zeithaml, 1988). Furthermore, companies focusing too much on perfecting quality might face trade-offs with innovation, as the strict adherence to quality standards can sometimes stifle product development and new feature integration (Porter, 1990).

According to Song (2023), food is a fundamental necessity for human survival that plays a role in the economic and social stability of society. However, food safety incidents continue to occur, raising public concern and increasing the demand for high-quality, safe food. As a result, food quality and safety have become critical factors for the long-term success of food businesses. Companies that fail to uphold these standards risk being phased out of the market. Therefore, enhancing food quality is a key objective for food enterprises and a significant issue for society as a whole.

The organizational culture of a food company has a substantial impact on product quality. When a company prioritizes quality, encourages employee participation, supports continuous improvement, and adopts a customer-focused mindset, it lays the foundation for producing safe, consistent, and high-quality food products. Wang et al. (2020) emphasize that a strong corporate culture centered on safety and quality enhances the implementation of food safety measures, ultimately improving product quality. Similarly, Dhakal (2018) notes that organizations that prioritize quality, employee involvement, and innovation tend to perform better, which positively influences the quality of their products.

Moreover, the production process directly affects food product quality. The way food is manufactured, processed, and handled at each stage significantly determines its safety, consistency, and overall quality. By adhering to industry standards, implementing best practices, and continuously refining production processes, food manufacturers can ensure that their products meet high safety and quality expectations. Akpinar and Topuz (2018) discuss how various processing techniques, such as thermal treatment, freezing, and drying, impact the nutritional value, sensory properties, and overall quality of food. Haq et al. (2019) highlight the importance of effective production methods and rigorous quality control measures in maintaining food safety and product excellence.



## **Customer Loyalty**

Customer loyalty plays a vital role in ensuring business success, especially in today's highly competitive market, where retaining customers has become increasingly difficult, and the costs associated with acquiring new ones have surged. One of the most effective approaches for fostering customer loyalty is by delivering high-quality service, which encompasses several critical factors, including customer satisfaction, trust, service quality, brand loyalty, corporate reputation, customer engagement, product quality, and the influence of social media. Customer satisfaction serves as a fundamental driver of loyalty, making it essential for businesses to establish effective measurement criteria, recognize the significance of employee satisfaction, and implement strategies that enhance overall customer experiences. Furthermore, customer satisfaction directly influences profitability, as positive experiences lead to higher retention rates and improved brand perception, while negative experiences can have adverse effects. Service quality is another key factor in customer satisfaction, with technological advancements—particularly the integration of artificial intelligence—playing a crucial role in enhancing customer interactions and service efficiency (Rane, Achari, & Choudhary, 2023).

To build and sustain customer loyalty, businesses must implement strategic measures such as understanding customer expectations, equipping employees with proper training and empowerment, personalizing customer interactions, ensuring consistency across various touchpoints, maintaining effective and timely communication, emphasizing continuous improvement, rewarding repeat customers, fostering emotional connections, resolving complaints efficiently, and utilizing customer feedback for data-driven decision-making. These strategies enable businesses to exceed customer expectations, encourage brand advocacy, and develop meaningful emotional relationships with their customers. Additionally, analyzing customer feedback allows companies to refine their products, services, and operational processes to better align with changing consumer needs (Rane, Achari, & Choudhary, 2023). The long-term success of a business is heavily dependent on customer loyalty, which reflects a consumer's repeated preference for a particular brand over its competitors. Loyal customers provide businesses with a stable and reliable revenue stream, as they are more likely to make repeat purchases and spend more than new customers, ultimately contributing to increased profitability and financial stability. Moreover, customer loyalty plays a crucial role in organic marketing, as satisfied customers are more inclined to recommend a business to others, thereby enhancing brand awareness and attracting new consumers. Beyond revenue generation, loyal customers provide valuable insights that businesses can leverage to improve their offerings and create enhanced customer experiences. Strengthening customer loyalty also leads to a significant competitive advantage, enabling businesses to differentiate themselves in an oversaturated market. By prioritizing superior service and fostering long-term relationships with their customers, businesses can cultivate a dedicated customer base that remains loyal despite competitive pressures, ensuring sustained growth and success (Rane, Achari, & Choudhary, 2023).

The research conducted by Majid, M. A. A., Azman, A. B., Zaki, M. I. M., Zahari, H., & Hassan, H. (2024) underscores the pivotal role of a restaurant's ambiance in cultivating customer loyalty. In the foodservice industry, the concept of "physical environment" now encompasses all aspects of a restaurant's setting, as customers have become increasingly aware of their surroundings while dining. As a result, restaurant owners are placing greater emphasis on designing and furnishing their establishments to create a more inviting and comfortable atmosphere. The restaurant's overall environment is just as important as the quality of its food, with factors such as interior design, temperature, cleanliness, music, and table arrangement collectively shaping the dining experience. A well-maintained and aesthetically pleasing

ambiance not only enhances customer satisfaction but also attracts new patrons, improves financial performance, and leaves a lasting impression. Customers assess a restaurant's quality based on key elements such as cleanliness, distinctive ambiance, and a welcoming atmosphere, all of which influence their overall perception of the establishment

(Rajput & Gahfoor, 2020).

Moreover, their study also highlights that modern consumer are increasingly drawn to dining establishments that offer a pleasant and comfortable ambiance, reinforcing its influence on their choice of dining venues. A warm and inviting environment enhances the dining experience and encourages customers to spend more time in the establishment (Xiao et al., 2019). Beyond meeting physical needs, businesses in the food and beverage industry must also address customers' emotional, intellectual, and sensory expectations. Establishing an environment that fosters relaxation and enjoyment enhances the overall dining experience, providing customers with a space where they feel valued and engaged (Harrington et al., 2015; Longart et al., 2017; Badem & Öztel, 2018).

### **Product Quality and Customer Loyalty**

In the study of Ebrahim, Abdilrahman & Alhudiri, Anees & Elanizi, Abdelaziz & Eltaish, Alzobier. (2024), states that customer brand loyalty is essential for businesses in today's cut throat industry seeking to keep a competitive edge. The study demonstrates that superior items increase favorable customer experiences, resulting in recurring business and enduring allegiance. It investigates how the quality of products; Brand loyalty and customer satisfaction are related to and influence business performance. The research is predicated on a quantitative method, assessing the impact of the product by basic and multivariate linear regression analysis quality in terms of client loyalty and satisfaction. Surveys were used to gather the data, which offered insights into the opinion of product quality by customers and how it affects their loyalty. Accordingly, the findings show that customer loyalty and satisfaction are strongly impacted by product quality.

A crucial factor influencing customer loyalty is food quality. In the foodservice industry, customer loyalty consists of both tangible and intangible aspects. While service quality represents the intangible dimension, food quality is tangible and reflects the standards that meet consumer expectations. Grunert (2005) emphasize the significant role of food quality in shaping customer perceptions and food choices, whereas Peri (2006) emphasizes its necessity in fulfilling customer needs and expectations. According to Rajput and Gahfoor (2020), food quality is a core element of the dining experience and strongly influences a customer's likelihood of returning.

In the fast-food industry, food quality is closely associated with customer satisfaction and serves as a key predictor of future purchasing behavior. Ensuring high-quality food is essential for providing customers with safe and preferred dining options that align with their tastes (Liu et al., 2020). Additionally, food quality significantly impacts customer loyalty towards a restaurant's products and services, as it shapes perceived value and satisfaction during dining experiences (Suhartanto et al., 2018). Consequently, it plays a vital role in determining whether customers will return to a restaurant (Tsang et al., 2018).

Moreover, food quality is a primary consideration for customers when choosing a restaurant and is strongly connected to their overall satisfaction. It directly influences loyalty, as customers often judge a restaurant based on the quality of its food. Key elements of food quality include taste, presentation, temperature, freshness, nutritional value, and menu variety. These aspects collectively affect customers' decisions to revisit a restaurant (Rajput & Gahfoor, 2020). As noted by Zhong and Moon (2020), food

quality has a significant impact on customer satisfaction and loyalty. Maintaining high food quality serves as a vital marketing strategy that enhances customer retention and ensures a positive dining experience. While direct studies linking food quality to customer loyalty are limited, existing research highlights the connection between food quality and customer satisfaction (Ganatra et al., 2021; Majid et al., 2024).

When products exceed customer expectations, they lead to a higher satisfaction, repeat purchases, and positive recommendations. Loyal customers provide steady revenue and reduce the cost of gaining new customers. However, maintaining high product quality can be challenging due to increased costs and the need for strict quality control. Despite these challenges, consistent product quality helps build trust and emotional connections with customers, which is essential for long-term loyalty and success. This is important for brands like Navarra Food Products.

### **Synthesis**

The literature underscores the integral role of product quality as a determinant of customer loyalty, particularly in highly competitive industries such as food manufacturing and service. Scholars like Garvin (1987) and Kotler & Keller (2016) have identified product quality as a multifaceted construct—comprising dimensions such as performance, reliability, durability, aesthetics, and conformance—which directly influences customer satisfaction and, in turn, loyalty. High-quality products not only meet functional and emotional customer needs but also contribute to positive brand perception, repeat purchases, and advocacy (Zeithaml, 1988; Porter, 1990). Conversely, poor quality undermines trust, drives customer attrition, and damages brand reputation.

In the food sector, product quality becomes even more critical due to its implications for health, safety, and sensory experience. Song (2023) and Wang et al. (2020) emphasize that food quality and safety are essential for business sustainability, as consumer expectations have shifted towards consistency, nutrition, and overall dining satisfaction. Studies by Grunert (2005) and Rajput & Gahfoor (2020) further support that food quality, including aspects like freshness, taste, presentation, and cleanliness, significantly shapes consumer loyalty and return behavior.

On the other hand, customer loyalty, as explained by Oliver (1999), is a staged process—starting from cognitive evaluations and emotional attachments, to behavioral intentions and actual repeat purchases. Rane et al. (2023) and Majid et al. (2024) suggest that loyalty is nurtured through consistent positive experiences, with product quality being a central factor in sustaining long-term brand preference.

When applied to Navarra Food Products, the connection between product quality and customer loyalty becomes particularly relevant. As a food brand operating in a consumer driven environment, Navarra faces the challenge of maintaining consistent quality while meeting evolving consumer expectations. The synthesis of existing literature provides a framework for evaluating how dimensions of product quality influence loyalty outcomes. Understanding this relationship can help Navarra strengthen its brand image, retain its customer base, and improve its competitive advantage.

## **Chapter 3**

### **METHODOLOGY**

This chapter includes the research design, locale of the study, population and sampling techniques, data-gathering instruments, content validity and reliability, data-gathering procedure, and statistical treatment employed in the study.

### **Research Design**

This study adopted a quantitative-qualitative research design to explore the relationship between the level of product quality as perceived by the respondents to Navarra Food Products. The independent variables used in this research were reliability, durability, aesthetics, and conformance—all of which are dimensions of product quality. The dependent variables in the study included cognitive, affective, conative, and action, representing different aspects of customer loyalty. Also included in the study were the moderating variable, which was customer type and an output.

The descriptive-correlational design was chosen as it was best suited to determine and describe the relationship between the level of product quality as perceived by the respondents and their level of customer loyalty without manipulating the variables. This design enabled the researcher to observe and analyze the existing relationship between the independent and dependent variables, providing insight into how various aspects of product quality influenced different aspects of customer loyalty. Furthermore, the design facilitated an understanding of how customer type and transaction mode might have influenced these relationships.

For the qualitative aspect, the study utilized one-on-one interviews with three selected customers to gain deeper insights into their perceptions of product quality and the reasons behind their loyalty to Navarra Food Products. This allowed the researcher to explore personal experiences and gather rich, descriptive data that complemented the quantitative findings.

### **Locale of the Study**

The study was conducted at Navarra Food Products, located in Kalibo, Aklan from February to March 2025. Navarra Food Products had a rich history, tracing its origins to 1999 when Sir Roberto Navarra, the patriarch of the Navarra family, established a business centered on the buying and selling of meat. Initially focused on various types of raw meat, the business encountered operational challenges, including issues with excess and spoiled meat, which prompted a strategic pivot. In 2004, under the leadership of Ms. Rolanie Navarra, the eldest daughter, and with the support of her siblings, the business transitioned to producing longganisa (a Filipino sausage) as a solution to minimize wastage. This shift marked the beginning of the company's venture into processed meat production.

By 2013, the business was formally incorporated as Navarra Meatshop and Food Products Inc., and several milestones contributed to its growth. In 2010, the company opened its first retail outlet in Bakhaw Sur, Kalibo, Aklan, adjacent to its processing plant. A second branch was established at Banga Market in 2011, followed by another branch in Osmeña Street, Kalibo, in 2013. In 2017, the company expanded its reach to Roxas City by securing a partnership as a meat concessionaire for Robinsons Supermarket.

In the following years, Navarra Food Products achieved remarkable milestones. In 2019, it launched its official Facebook page, which garnered over 11,000 followers, significantly boosting online engagement and sales. Despite all the challenges posed by the COVID-19 pandemic, the company achieved record-breaking sales, largely driven by its active social media presence. By 2024, the company operated 16 branches across Panay Island and opened their 17th branch at Gaisano Grand Kalibo. At that time, it produced approximately 6,000 packs daily and employed 140 personnel, many earning above the minimum wage. The company was also pursuing a Certificate of Product Registration (CPR) to facilitate national market expansion. Offering 25 product lines including their newly launched Premium pork ham. Despite facing significant challenges, such as the African Swine Fever (ASF) outbreak in 2022, which resulted in substantial financial losses, Navarra Food Products demonstrated resilience and remained a

key player in the regional meat processing industry. Its strategic growth and continued expansion provided a relevant context for analyzing the interplay between product quality and customer loyalty, which was the primary focus of this study.

### **Population and Sampling**

The population for this study consisted of consumers, retailers, and wholesalers of Navarra Food Products, specifically from the Main Store in Bakhaw Sur, Kalibo, Aklan; Osmeña Avenue, Kalibo, Aklan; and Kalibo Public Market. For the quantitative aspect, respondents included 93 regular customers and seven retailers of Navarra Food Products, who were selected based on their consistent purchase of the brand's products. Quota sampling was used to determine the sample size of 100 respondents, while purposeful sampling was applied in selecting the three participants. For the qualitative aspect, three key informants were interviewed to gain deeper insights.

### **Data Gathering Instrument**

The data collection tools for this study included a researcher-made questionnaire for quantitative data and an interview guide for qualitative data. The questionnaire was divided into three parts: Part I identified the type of customer, Part II assessed product quality in terms of performance, reliability, durability, aesthetics, and conformance, and Part III measured customer loyalty across cognitive, affective, conative, and action components. Each sub variable in Part II and Part III consisted of five items, with responses measured on a 4-point Likert scale: 4 – Strongly Agree, 3 – Agree, 2 – Disagree, and 1 – Strongly Disagree. The interview guide complemented the questionnaire by incorporating open-ended questions to gather deeper insights into product quality and customer loyalty.

### **Content Validity**

In this study, content validity was ensured by developing a survey questionnaire and interview guide that thoroughly address all relevant aspects of product quality and customer loyalty. The survey questionnaire included questions that measure the five key dimensions of product quality—performance, reliability, durability, aesthetics, and conformance—and the four dimensions of customer loyalty—cognitive, affective, conative, and action loyalty. These dimensions were derived from established literature to ensure that the instrument accurately reflected the constructs being studied. Three experts from the field of business, research and language served as the validator.

The interview guide also ensured content validity by incorporating open-ended questions that explored respondents' personal experiences and perceptions of product quality and loyalty. These questions were crafted based on the research objectives and relevant literature to ensure they address the critical aspects of both constructs in the context of Navarra Food Products.

### **Reliability and Trustworthiness**

To ensure the accuracy and consistency of the study's results, the research focused on both reliability for the quantitative part and trustworthiness for the qualitative part.

For the quantitative part, reliability was checked by testing the researcher-made questionnaire. The instrument was pilot-tested with 10 respondents to assess reliability, and any identified issues were addressed before the full study commenced. To ensure internal consistency, Cronbach's alpha was used to evaluate how closely related the items were within each scale, such as product quality and customer



loyalty. A Cronbach's alpha value of 0.70 or higher was considered acceptable, indicating that the questionnaire reliably measured the intended constructs. The results showed that all variables obtained a Cronbach's alpha greater than 0.70, confirming the instrument's reliability.

For the qualitative part, trustworthiness was ensured by following four main guidelines: credibility, transferability, dependability, and confirmability. Credibility was ensured by choosing participants who had long-term experience with the products, and by letting them review their answers to make sure they were correct. Transferability was addressed by providing enough details about the participants and the setting so that the findings could be applied to similar situations. Dependability was maintained by keeping clear records of the data collection and analysis process. Confirmability was ensured by using participants' own words in the findings and staying neutral to avoid bias.

By using these methods, the study ensured that the findings were accurate and reliable, giving a clearer understanding of how product quality affected customer loyalty.

### **Ethical Consideration**

Ethical considerations were fundamental to safeguarding the participants' rights and well-being in this study. Before participation, all respondents were thoroughly informed about the study's purpose, objectives, and procedures, and written consent was obtained to confirm their voluntary participation. They were also informed that they had the right to withdraw from the study at any time without facing any negative consequences. Confidentiality was maintained by securely storing personal information and anonymizing responses to protect participants' identities. Privacy was respected by conducting interviews in private settings and ensuring that survey responses remained anonymous. Participation was voluntary, allowing respondents to skip questions or withdraw without any repercussions. The study avoided causing harm by steering clear of sensitive topics, and participants were treated with respect, ensuring their opinions and experiences were valued. Additionally, the researcher-maintained transparency about the purpose of the study, how the data would be used, and shared the findings with participants when appropriate. These ethical standards guided the study to ensure it was conducted responsibly and with respect for all participants.

### **Data Gathering Procedure**

During the data-gathering process, a letter was submitted to Dean Ma. Abigail Nolasco, DM for approval. Once approved, it was forwarded to Ms. Rolanie Navarra, owner of Navarra Food Products, for further authorization. After securing all necessary approvals, the survey was conducted at Navarra Food Products' physical stores in Bakhaw Sur, Kalibo, Aklan; Osmeña Avenue, Kalibo, Aklan; and Kalibo Public Market. The purpose of the survey questionnaire was explained to the respondents. A pilot test was then conducted, and to ensure confidentiality, each questionnaire was enclosed in a folder. A reliability test was performed, and the results confirmed the instrument's reliability. The actual survey was then conducted.

For the qualitative aspect, face-to-face interviews were conducted with three key informants. Before the interview, approval was obtained from the participants to record the conversation, and the purpose of the study was clearly explained to them. The face-to-face setup allowed for better interaction and deeper responses. After the interview, the recorded data were carefully transcribed for analysis.

### **Statistical Treatment**

The statistical analysis of this research involved the use of both descriptive and inferential statistics to

examine the data. Descriptive statistics, including frequency, percentage, and mean were used. To find out the respondents' perceived level of product quality of Navarra Food Products frozen foods, the following mean scale was utilized:

Mean Scale	Description	Verbal Interpretation
3.50 – 4.00	Strongly Agree	Excellent
2.50 – 3.49	Agree	Good
1.50 – 2.49	Disagree	Fair
1.00 – 1.49	Strongly Disagree	Poor

To determine the level of customer loyalty to Navarra Food Products, the Mean scale as follows was used:

Mean Scale	Description	Verbal Interpretation
3.50 – 4.00	Strongly Agree	Very High
2.50 – 3.49	Agree	High
1.50 – 2.49	Disagree	Low
1.00 – 1.49	Strongly Disagree	Very Low

Inferential Statistic, such as Mann Whitney Test was used to compare the mean ranks. To determine the significant relationship between the level of Navarra Food Products' frozen foods, as perceived by the respondents, and the level of customer loyalty, Spearman's Rho was used.

For the qualitative data, thematic analysis was used to interpret the responses from the interviews. This involved transcribing the data, coding significant statements, and grouping similar ideas into sub-themes and main themes. This process helped reveal deeper insights into the participants' perceptions of product quality and the reasons behind their loyalty.

## Chapter 4

### PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

This chapter presents the data gathered. It presents the level of product quality as perceived by the respondents, and their level of customer loyalty to Navarra Food Products. Likewise, it shows the difference in the level of product quality and the difference in the level of customer loyalty to Navarra Food Products when the respondents are grouped according to type of customer. It shows the relationship between the level of product quality of frozen foods as perceived by the respondents and the level of customer loyalty to Navarra Food Products. It discusses the experiences the respondents encountered regarding product quality of frozen foods of Navarra Food Products.

#### I. Level of Product Quality of Navarra Food Products Frozen Foods as Perceived by the Respondents

Indicated in Table 1 is the level of product quality of Navarra Food Products frozen foods as perceived by the respondents in terms of performance, reliability, durability, aesthetics and conformance.

As indicated in the table, the respondents rated performance, reliability, durability, aesthetics, and conformance as excellent. In addition, among the five quality indicators, performance received the highest mean score of 3.72 (SD=.28). This indicated that the frozen food products were considered to be meeting or surpassing expectations in terms of functionality and intended usage and rated excellent. Moreover, this

reflected customer satisfaction with how well the products perform in terms of taste, texture, and overall usability.

In terms of conformance, it generated a mean of 3.66 (SD=.30), indicating that the frozen foods consistently meet established quality standards. This might possibly include ingredients, packaging, and safety. This suggested that the products adhere to industry regulations and customer expectations.

Also, the respondents see Navarra Food Products' excellent on the product quality in terms of reliability (M=3.63; SD=.33) and durability (M=3.61; SD=.32). These results imply that customers find the products dependable and long-lasting, possibly in terms of shelf life and storage stability.

Lastly, product quality in terms of aesthetic received the lowest mean score of 3.57 (SD=.33) among the five dimensions. This, however, still falls within the excellent category. This suggested that while the visual appeal of the frozen foods is appreciated, it is relatively less emphasized compared to other attributes. The lower variability in responses, as indicated by the standard deviations suggested a strong consensus among respondents regarding the overall level of product quality of Navarra Food Products frozen foods as perceived by them.

Among the five dimensions, performance received the highest mean score. This signified that Navarra Food Products has a strong consumer satisfaction with the taste, texture, and usability. This result was supported by Grunert (2022) who emphasized that performance in food products is closely linked to sensory attributes. These attributes include flavor, consistency, and ease of preparation. Further, these attributes significantly influence repeat purchases of customers and affect customer loyalty.

**Table 1**  
**Level of Product Quality of Navarra Food Products Frozen Foods as Perceived by the Respondents**

Item	Mean	Rank	SD	Verbal Interpretation
Performance	3.72	1	.28	Excellent
Reliability	3.63	3	.33	Excellent
Durability	3.61	4	.32	Excellent
Aesthetic	3.57	5	.33	Excellent
Conformance	3.66	2	.30	Excellent

1.00-1.49 – Poor;      1.50-2.49 – Fair;      2.50-3.49 – Good;      3.50-4.00 – Excellent

Table 2 presents the level of product quality of Navarra Food Products frozen foods as perceived by the respondents in terms of performance.

As presented in the table, the respondents rated Navarra Food Products as excellent, describing its taste and flavor as consistently satisfying (M=3.76; SD=.42). The respondents rated the Navarra Food Products' packaging as excellent in effectively preserving their freshness and quality (M=3.72; SD=.45). In addition, the respondent rated Navarra Food Products as having a long shelf life without compromising taste and texture (M=3.77; SD=.46). The respondents also rated excellent that Navarra Food Products offer great value for money in terms of quality and performance (M=3.55; SD=.50). Lastly, the respondents rated excellent the aroma of Navarra Food Products as pleasant and enhances their overall experience (M=3.82; SD=.38).

Taken as a whole, respondents rated the level of product quality in terms of performance of Navarra Food Products as excellent (M=3.72). This placed the product quality in the excellent category based on the

given rating scale. The responses of the respondents were not dispersed based on the standard deviation (SD=0.28). The lower variability in responses based on the standard deviation, suggested a strong consensus among the customer of Navarra Food Products regarding the level of product quality of Navarra Food Products frozen foods as perceived by the respondents in terms of performance.

The findings indicated that the respondents perceived the performance of Navarra Food Products' frozen foods as excellent. The respondents rated excellent the taste and flavor of the products as consistently satisfying. This is to emphasize the importance of sensory attributes in the product of Navarra Food Products and its consumers' perception on product quality. Recent study had discussed the importance of these attributes. It was highlighted by the research of Samoggia and Riedel (2023) that taste and flavor significantly influence food product acceptability. In fact, this could lead to higher customer satisfaction and repeat purchases of customers. This means further that consistently satisfying taste builds consumer trust and strengthens brand loyalty. In addition, based on the results, respondents rated Navarra Food Products as excellent in offering great value for money in terms of quality and performance. This result aligned with Perceived Value Theory stating that consumers assess product quality based on the balance between benefits (taste, longevity, freshness). According to the study of Li, Wang, and Cheng (2023), consumers were more likely to repurchase frozen food products that offer high quality at a reasonable price.

**Table 2**  
**Level of Product Quality of Navarra Food Products Frozen Foods as Perceived by the Respondents in terms of Performance**

Item	Mean	Rank	SD	Interpretation
The taste and flavor of Navarra Food Products are consistently satisfying.	3.76	3	.42	Excellent
The packaging of Navarra Food Products effectively preserves their freshness and quality.	3.72	4	.45	Excellent
Navarra Food Products have a long shelf life without compromising taste and texture	3.77	2	.46	Excellent
Navarra Food Products offer great value for money in terms of quality and performance.	3.55	5	.50	Excellent
The aroma of Navarra Food Products is pleasant and enhances the overall experience.	3.82	1	.38	Excellent
Overall Mean	3.72		.28	Excellent
1.00-1.49 – Poor;      1.50-2.49 – Fair;      2.50-3.49 – Good;      3.50-4.00 – Excellent				

Presented in Table 3 is the level of product quality of Navarra Food Products frozen foods as perceived by the respondents in terms of reliability.

As presented in the table, the respondents rated Navarra Food Products as excellent in consistently performing reliably over time, providing them with same high-quality experience with each purchase ( $M=3.68$ ;  $SD=.46$ ). Also, they rated Navarra Food Product excellent in meeting the expectations with every purchase they make ( $M=3.68$ ;  $SD=.46$ ). The respondents also rated the quality of Navarra Food Products as excellent in remaining stable across purchases ( $M=3.56$ ;  $SD=.49$ ). They also rated Navarra Food Products as excellent in being trustworthy, delivering consistent quality each time buying them ( $M=3.64$ ;  $SD=.48$ ). Lastly, Navarra Food Products consistently provide reliable quality that meets the expectations of respondents and rated excellent ( $M=3.59$ ;  $SD=.55$ ).

When taken as a whole, the respondents rated the level of product quality of Navarra Food Products frozen foods as excellent as perceived by the respondents in terms of reliability ( $M=3.63$ ;  $SD=.33$ ). The lower variability in responses based on the standard deviation, suggested a strong consensus among the customer of Navarra Food Products regarding the level of product quality of Navarra Food Products frozen foods as perceived by the respondents in terms of reliability.

The findings of the study revealed that respondents rated Navarra Food Products as excellent in consistently performing reliably over time. This means that they provided a stable and predictable experience for customers. This result aligned with the research of Dagevos and Verbeke (2022) which revealed that product reliability directly impacts consumer satisfaction and repeat purchasing behavior. Additionally, respondents rated that the quality of Navarra Food Products as excellent in remaining stable across purchases overtime. This situation is supported by Lusk and McCluskey (2022) who emphasized that the perceived stability in product quality fosters consumer retention. Further, it revealed that as customers tend to repurchase products that consistently deliver the same expected level of quality.

**Table 3**  
**Level of Product Quality of Navarra Food Products Frozen Foods as Perceived by the Respondents in terms of Reliability**

Item	Mean	Rank	SD	Interpretation
Consistently find that Navarra Food products perform reliably over time, providing with same high-quality experience with each purchase.	3.68	1.5	.46	Excellent
Navarra Food Products meet the expectations with every purchase make.	3.68	1.5	.46	Excellent
The quality of Navarra Food Products remains stable across the purchases.	3.56	5	.49	Excellent
Trust on Navarra Food Products to deliver consistent quality each time buying them.	3.64	3	.48	Excellent



Navarra Food Products consistently provide reliable quality that meets the expectations.	3.59	4	.55	Excellent
Overall Mean	3.63		.33	Excellent
1.00-1.49 – Poor;      1.50-2.49 – Fair;      2.50-3.49 – Good;      3.50-4.00 – Excellent				

Shown in Table 4 is the level of product quality of Navarra Food Products frozen foods as perceived by the respondents in terms of durability.

Presented in the table, they rated Navarra Food Products excellent in remaining fresh and intact even after extended storage periods ( $M=3.69$ ;  $SD=.46$ ). In addition, they rated the longevity of Navarra Food Products as excellent and justifies their price, as it provided lasting flavor and quality over time ( $M=3.60$ ;  $SD=.49$ ). They also strongly agreed that they have experienced that Navarra Food Products, like frozen items, maintain the taste and texture even after multiple uses, demonstrating the durability as excellent ( $M=3.57$ ;  $SD=.49$ ). Also, the respondents rated Navarra Food Products as excellent in terms of being designed to resist spoilage and damage during transportation and storage, ensuring they reach the consumer in optimal condition ( $M=3.61$ ;  $SD=.51$ ).

When taken as a whole, the respondents rated Navarra Food Products Frozen Foods as excellent as it exhibited product quality in terms of durability. The lower variability in responses based on the standard deviation, suggested a strong consensus among the customer of Navarra Food Products regarding the level of product quality of Navarra Food Products frozen foods as perceived by the respondents in terms of durability.

The ability to remain fresh and intact even after prolonged storage was one of the key aspects of food durability. The results of the presented study found that respondents find Navarra Food Products as excellent in exhibiting this characteristic. This result was supported by recent research. One of those was research conducted by Koutsimanis et al. (2022) wherein it emphasized that frozen foods with high durability and maintained freshness improve consumer satisfaction and brand preference. The quality packaging, along with appropriate freezing methods, were key considerations in maintaining food integrity for extended durations. Second, the respondents overwhelmingly concur that Navarra Food Products evidence signs of non-staleness earlier than anticipated. This finding suggested that the products surpass customers' expectations concerning quality retention and freshness. To substantiate this finding, research by Singh and Heldman (2022) claimed that improved freezing technologies make a contribution towards longer shelf life and better stability of food with time.

**Table 4**  
**Level of Product Quality of Navarra Food Products Frozen Foods as Perceived by the Respondents in terms of Durability**

Item	Mean	Rank	SD	Interpretation
Find that Navarra Food Products remain fresh and intact even after extended storage periods.	3.69	1	.46	Excellent

The longevity of Navarra Food Products justifies their price, as it provides lasting flavor and quality over time.	3.6	3	.49	Excellent
Have experienced that Navarra Food Products, like frozen items, maintain the taste and texture even after multiple uses, demonstrating the durability.	3.57	5	.49	Excellent
The Navarra Food Products are designed to resist spoilage and damage during transportation and storage, ensuring they reach me in optimal condition.	3.61	2	.51	Excellent
The Navarra Food Products showed signs of non-staleness sooner than expected.	3.59	4	.49	Excellent
Overall Mean	3.61		.32	Excellent
1.00-1.49 – Poor;      1.50-2.49 – Fair;      2.50-3.49 – Good;      3.50-4.00 – Excellent				

Indicated in Table 5 is the level of product quality of Navarra Food Products frozen foods as perceived by the respondents in terms of aesthetic.

As indicated in the table, the respondents agree that they find the packaging of Navarra Food Products as good in their visual appeal ( $M=3.49$ ;  $SD=.52$ ). However, they find the packaging of Navarra Food Products as excellent, such as the labels and containers, effectively communicates quality and freshness ( $M=3.63$ ;  $SD=.48$ ). Respondents find Navarra Food Products excellent in terms of design features that make them stand out from competitors ( $M=3.52$ ;  $SD=.54$ ). Also, they find the aesthetic quality of Navarra Food Products as excellent as it contributed positively to the perception of the overall value and quality ( $M=3.61$ ;  $SD=.52$ ). Lastly, the respondents rated Navarra Food Products as excellent in terms of good and enticing smell ( $M=3.60$ ;  $SD=.49$ ).

Taken as a whole, the respondents found the presence of aesthetic as to product quality of Navarra Food Products Frozen Foods excellent ( $M=3.57$ ;  $SD=.33$ ). The lower variability in responses based on the standard deviation, suggested a strong consensus among the customer of Navarra Food Products regarding the level of product quality of Navarra Food Products frozen foods as perceived by the respondents in terms of aesthetic.

The results of the presented study provided that the respondents rated Navarra Food Products' as good when it comes to packaging as it is visually appealing. Also, they too found Navarra Food Products as excellent because it effectively communicates quality and freshness. To support this result, recent study conducted by Orth and Malkewitz (2022) mentioned that aesthetically designed packaging influences consumer perceptions and affect their purchasing behavior. This reinforces product quality and brand identity. Additionally, Magnier and Crié (2023) further emphasized that packaging elements significantly affect consumer trust, particularly in food products. These elements signal freshness and premium quality.

**Table 5**  
**Level of Product Quality of Navarra Food Products Frozen Foods as Perceived by the Respondents in terms of Aesthetic**

Item	Mean	Rank	SD	Interpretation
Find the packaging of Navarra Food Products visually appealing.	3.49	5	.52	Good
The packaging of Navarra Food Products, such as the labels and containers, effectively communicates quality and freshness.	3.63	1	.48	Excellent
The attractive design features of Navarra Food Products make them stand out from competitors.	3.52	4	.54	Excellent
The aesthetic quality of Navarra Food Products contributes positively to the perception of the overall value and quality.	3.61	2	.52	Excellent
The product of Navarra Food Products smells good and enticing.	3.6	3	.49	Excellent
Overall Mean	3.57		.33	Excellent
1.00-1.49 – Poor; 1.50-2.49 – Fair; 2.50-3.49 – Good; 3.50-4.00 – Excellent				

Presented in Table 6 is the level of product quality of Navarra Food Products frozen foods as perceived by the respondents in terms of conformance.

As presented in the table, the respondents found that Navarra Food Products' excellent in consistently meeting the quality standards they advertised ( $M=3.68$ ;  $SD=.46$ ). Additionally, they rated the quality of Navarra Food Products as excellent, it aligned with the expectations based on their product descriptions and marketing claims ( $M=3.63$ ;  $SD=.48$ ). They too strongly agreed that the product of Navarra Food Products adhered excellent in product specifications indicated on their labels, ensuring customers received what they expect ( $M=3.57$ ;  $SD=.49$ ). The respondents found that Navarra Food Products observed proper food handling and food safety requirements as excellent ( $M=3.74$ ;  $SD=.44$ ). Lastly, they rated Navarra Food Products' excellent in complying with business permit and sanitary permit ( $M=3.71$ ;  $SD=.45$ ).

Taken as a whole, the respondents found Navarra Food Products' excellent in conformance in the product quality of Navarra Food Products frozen foods as perceived by the respondents ( $M=3.66$ ;  $SD=.30$ ). The lower variability in responses based on the standard deviation, suggested a strong consensus among the customer of Navarra Food Products regarding the level of product quality of Navarra Food Products frozen foods as perceived by the respondents in terms of conformance.

The results of the present study appeared that customers found that Navarra Food Products observed proper food handling and food safety requirements. Research emphasized the necessity of food handling. Awi and Chaipoopirutana (2014) emphasized that the qualities of food are the traits of the food that

customers find acceptable. These qualities are being maintained by proper food handling. Food handling is crucial in ensuring product quality because it ensures food safety and hygiene.

**Table 6**  
**Respondents' Level of Product Quality of Navarra Food Products Frozen Foods as Perceived by the Respondents in terms of Conformance**

Item	Mean	Rank	SD	Interpretation
Find that Navarra Food Products consistently meet the quality standards they advertised.	3.68	3	.46	Excellent
The quality of Navarra Food Products aligns with the expectations based on their product descriptions and marketing claims.	3.63	4	.48	Excellent
The product of Navarra Food Products adheres to the product specifications indicated on their labels, ensuring customers receive what they expect.	3.57	5	0.49	Excellent
Find that Navarra Food Products observed proper food handling and food safety requirements.	3.74	1	0.44	Excellent
The Navarra Food Products complied with business permit and sanitary permit.	3.71	2	0.45	Excellent
Overall Mean	3.66		0.3	Excellent
1.00-1.49 – Poor;      1.50-2.49 – Fair;      2.50-3.49 – Good;      3.50-4.00 – Excellent				

## II. Respondents' Level of Customer Loyalty to Navarra Food Products

Presented in Table 7 is the respondents' level of customer loyalty to Navarra Food Products.

As shown in the table, the results indicated that respondents rated very high with statements reflecting their overall loyalty to the brand, with all indicators receiving a very high interpretation.

Specifically, among the four dimensions, cognitive loyalty received the highest Mean score ( $M=3.59$ ;  $SD=.33$ ). This suggested that customers have strong rational commitment to Navarra Food Products. Conative loyalty followed ( $M=3.58$ ;  $SD=.34$ ). This signified that customer have a firm intention to continue purchasing Navarra Food Products frozen products. In addition, the overall customer loyalty in terms of affective ( $M=3.54$ ;  $SD=.37$ ) and action ( $M=3.54$ ;  $SD=.37$ ) scored slightly lower but still fall within the very high category.

The lower variability in responses based on the standard deviation, suggested a strong consensus among respondents regarding the overall level of customer loyalty of Navarra Food Products frozen foods.

The results of the present study showed that respondents perceived the brand as superior based on its quality, price, or other logical factors influencing their decision-making process.

Also, the level of commitment beyond preference, indicating that customers plan to remain loyal in the long run.

The respondents reflected their emotional attachment to the brand, while action their actual purchasing behavior and tendency to recommend the brand to others was observable.

The results showed that among the four dimensions, cognitive loyalty received the highest mean score. This indicated that customers have a strong rational commitment to Navarra Food Products and their purchasing decisions was affected based on perceived quality, price, or other logical factors. This result aligned with study of Erdem and Swait (2023), who found that brands perceived as high in quality and consistency tend to have stronger cognitive loyalty. This is because customers do not solely rely on emotions but also in logical evaluations.

**Table 7**  
**Respondents' Level of Customer Loyalty to Navarra Food Products**

Item	Mean	Rank	SD	Interpretation
Cognitive	3.59	1	.33	Very High
Affective	3.54	3.5	.37	Very High
Conative	3.58	2	.34	Very High
Action	3.54	3.5	.37	Very High

1.00-1.49 – Very Low;    1.50-2.49 – Low;    2.50-3.49 – High;    3.50-4.00 – Very High

Presented in Table 8 is the level of customer loyalty to Navarra Food Products in terms of cognitive.

As presented in the table, the respondents rated high that they have a clear understanding of the benefits offered by Navarra Food Products which influences the purchasing decisions ( $M=3.47$ ;  $SD=.50$ ). Additionally, they rated Navarra Food Products as very high that they are confident in the trustworthiness of Navarra Food Products which strengthens the loyalty to the brand ( $M=3.65$ ;  $SD=.50$ ). Also, respondents believe that they consider Navarra Food Products very high as trustworthy brand ( $M=3.64$ ;  $SD=.48$ ). They consider Navarra Food Product as very high, as they were well-informed about the features of Navarra Food Products compared to competitors which helped them make informed choices ( $M=3.57$ ;  $SD=.51$ ). Lastly, they found that they feel certain about the claims made by Navarra Food Products, which can affect the overall trust in the brand was rated very high ( $M=3.63$ ;  $SD=.48$ ).

Taken as a whole, the respondents believed that the presence of cognitive factor on the customer loyalty of Navarra Food Products was very high ( $M=3.52$ ;  $SD=.33$ ). The lower variability in responses based on the standard deviation, suggested a strong consensus among the customer of Navarra Food Products regarding level of customer loyalty of Navarra Food Products in terms of cognitive.

The result of the present study showed that respondents strongly agree that they have a very high understanding of the benefits offered by Navarra Food Products. This significantly influences their purchasing decisions of the customers. Chaudhuri and Holbrook (2023) mentioned that consumers develop cognitive loyalty when they recognize a product's tangible advantages. This includes superior quality, affordability, or health benefits of the products. This aligned with the findings of Delgado-Ballester and Fernández-Sabiote (2022) study. In their study, it was highlighted that product knowledge strengthens customer retention and brand preference. Customers were more rational in their purchase decisions because they were informed consumers.



The results also showed that the trustworthiness of Navarra Food Products was rated high. It reinforced the notion that trust plays a pivotal role in cognitive loyalty. Trust is also evident in the strong agreement made by the respondents that Navarra Food Products is a trustworthy brand. In support, Morgan and Hunt (2023), in their research, emphasized that trust is a key driver of loyalty, as customers who perceive a brand as reliable were more likely to exhibit repeat purchasing behavior. Similarly, Gómez-Suárez et al. (2023) found that trust in food brands significantly influences customer retention. This is especially when companies consistently meet quality expectations and maintain transparency in product claims.

**Table 8**  
**Respondents' Level of Customer Loyalty to Navarra Food Products in terms of Cognitive**

Item	Mean	Rank	SD	Interpretation
Have a clear understanding of the benefits offered by Navarra Food Products which influences the purchasing decisions.	3.47	5	.50	High
Confident in the trustworthiness of Navarra Food Products which strengthens the loyalty to the brand.	3.65	1	.50	Very High
Consider Navarra Food Products a trustworthy brand.	3.64	2	.48	Very High
Well-informed about the features of Navarra Food Products compared to competitors which helps them make informed choices.	3.57	4	.51	Very High
Feel certain about the claims made by Navarra Food Products, which can affect the overall trust in the brand.	3.63	3	.48	Very High
Overall Mean	3.59		.33	Very High

Legend: 1.00-1.49 – Very Low; 1.50-2.49 – Low; 2.50-3.49 – High; 3.50-4.00 – Very High

Presented in Table 9 is the respondents' level of customer loyalty to Navarra Food Products in terms of affective.

As presented in the table, the respondents agree that they feel high emotional connection to Navarra Food Products which enhanced the loyalty to the brand ( $M=3.45$ ;  $SD=.57$ ). However, they rated Navarra Food Products as very high when their purchase brings joy, reinforcing the preference for them over competitors ( $M=3.56$ ;  $SD=.51$ ). Also, they feel a very high sense of satisfaction whenever customers purchase Navarra Food Products ( $M=3.53$ ;  $SD=.55$ ). Moreover, respondents' rated Navarra Food Products as very high since they evoke positive feelings whenever customers think about them which influences the purchasing behavior ( $M=3.53$ ;  $SD=.54$ ). Lastly, they rated very high their confidence in the quality of product offered by Navarra Food Products ( $M=3.66$ ;  $SD=.49$ ).

Taken as a whole, they rated very high the affective component on customer loyalty to Navarra Food Products ( $M=3.54$ ;  $SD=.33$ ). The lower variability in responses based on the standard deviation, suggested a strong consensus among the customer of Navarra Food Products regarding level of customer loyalty of Navarra Food Products in terms of affective.

The results of the present study provided that the respondents rated very high the they emotional connected to Navarra Food Products. This situation enhances their brand loyalty. The said result aligned with the findings of Hwang and Kandampully (2023), which emphasized emotional connection as a key driver of brand attachment and repeat purchases. In addition, they mentioned that even when competitors offer incentives, as customers with high affective loyalty are less likely to switch brands. Park et al. (2022) supported this discussion wherein, according to their research, it suggested that brands that evoke strong emotional connections enjoy higher customer retention rates and increased word-of-mouth recommendations. The results also indicated that customers derive joy from purchasing Navarra Food Products. This likewise, reinforces their preference for the brand over competitors. This aligned with Holbrook and Hirschman's (2023) experiential consumption theory. Accordingly, emotional gratification played a crucial role in consumer decision-making.

**Table 9**

**Respondents' Level of Customer Loyalty to Navarra Food Products in terms of Affective**

Item	Mean	Rank	SD	Interpretation
Feel emotionally connected to Navarra Food Products which enhances the loyalty to the brand.	3.45	5	.57	High
Purchasing Navarra Food Products brings joy, reinforcing the preference for them over competitors.	3.56	2	.51	Very High
Feel a sense of satisfaction whenever customers purchase Navarra Food Products.	3.53	3.5	.55	Very High
Navarra Food Products evoke positive feelings whenever customers think about them which influences the purchasing behavior.	3.53	3.5	.54	Very High
Confident of the quality product offered by Navarra Food Products.	3.66	1	.49	Very High
	3.54		.33	Very High
Overall Mean				

1.00-1.49 – Very Low;    1.50-2.49 – Low;    2.50-3.49 – High;    3.50-4.00 – Very High

Presented in Table 10 is the respondents' level of customer loyalty to Navarra Food Products in terms of conative.

The table presented that the respondents rated very high their intention to continue purchasing Navarra Food Products in the future as they consistently meet the expectations ( $M=3.62$ ;  $SD=.48$ ). Also, they rated

very high the likelihood to recommend Navarra Food Products to friends and family ( $M=3.64$ ;  $SD=.48$ ). Furthermore, they rated very high that they are not considering switching to other brands due to consistencies in Navarra Food Products, which makes customers loyal ( $M=3.55$ ;  $SD=.50$ ). More so, they rated very high that they are committed on purchasing Navarra Food Products regularly ( $M=3.50$ ;  $SD=.52$ ). Lastly, they rated very high their confidence in the decision to remain as regular customer of Navarra Food Products because customers trust the quality and value of their brand ( $M=3.60$ ;  $SD=.55$ ).

Taken as a whole, the respondents rated high on the conative components of customer loyalty to Navarra Food Products ( $M=3.58$ ;  $SD=3.58$ ). The lower variability in responses based on the standard deviation, suggested a strong consensus among the customer of Navarra Food Products regarding level of customer loyalty of Navarra Food Products in terms of conative.

The results of the present study indicated that respondents rated very high that they intend to continue purchasing Navarra Food Products in the future due to their consistent ability to meet expectations. Accordingly, consumers develop habitual purchasing behaviors based on positive past experiences. The said result aligned with the study of Huang et al. (2022) who found that brands that consistently meet customer expectations strengthen conative loyalty. Consumers are more likely to remain committed to purchasing products they trust which is a form of loyalty. Also, they expressed very high their likelihood to recommend Navarra Food Products to friends and family. This result aligns with the study of Kumar et al. (2022), who found that conative loyalty is closely linked to positive word-of-mouth marketing, where satisfied customers become brand advocates.

**Table 10**  
**Respondents' Level of Customer Loyalty to Navarra Food Products in terms of Conative**

Item	Mean	Rank	SD	Interpretation
Intend to continue purchasing Navarra Food Products in the future as they consistently meet the expectations.	3.62	2	.48	Very High
Likely to recommend Navarra Food Products to friends and family.	3.64	1	.48	Very High
Not considering switching to other brands due to consistencies in Navarra Food Products, which makes customers loyal.	3.55	4	.50	Very High
Committed on purchasing Navarra Food Products regularly.	3.50	5	.52	Very High
Confident in the decision to remain as regular customer of Navarra Food Products because customers trust the quality and value of their brand.	3.6	3	.55	Very High
Overall Mean	3.58		.34	Very High

1.00-1.49 – Very Low; 1.50-2.49 – Low; 2.50-3.49 – High; 3.50-4.00 – Very High

Presented in Table 11 is the respondents' level of customer loyalty to Navarra Food Products in terms of action.

As presented in the table, respondents exhibited high tendency when the product of Navarra Food Products is not available, still wait for its availability of product (M=3.49; SD=.52). However, the respondents showed a very high tendency to purchase to Navarra Food Products multiple times (M=3.62; SD=.54). Additionally, they rated very high that they frequently share the positive experiences with Navarra Food Products on social media, promoting the brand to others (M=3.52; SD=.57). They also showed a very high preference to recommend Navarra Food Products through word-of-mouth or social media to friends, family and colleagues (M=3.52; SD=.52). Lastly, they rated very high that they prioritize purchasing Navarra Food Products even if they are priced higher than alternatives (M=3.57; SD=.51).

Taken as a whole, the respondents rated the action aspect of the customer loyalty very high. The lower variability in responses based on the standard deviation, suggested a strong consensus among customer of Navarra Food Products regarding level of customer loyalty of Navarra Food Products in terms of action. The results of the study showed that respondents rated very high that they have purchased Navarra Food Products multiple times. This simply indicated a strong habitual purchasing pattern among respondents. According to Erdem and Swait (2023), action loyalty was demonstrated through repeat purchases. This action stem from perceived brand reliability and customer satisfaction. Kumar and Reinartz (2022) also emphasized in their study that repeat buying behavior is a key metric in determining long-term brand success. More so, it reduces customer churn and increases brand profitability. In addition, respondents rated very high result that they frequently share positive experiences with Navarra Food Products on social media. They also promote the brand to others. This result is aligned with Keller (2022), who emphasizes that loyal customers actively engage in online brand advocacy. Also, according to Kotler et al. (2023), social media engagement played a vital role in enhancing brand visibility and credibility. Customers are more likely to trust peer reviews over traditional advertising.

**Table 11**  
**Respondents' Level of Customer Loyalty to Navarra Food Products in terms of Action**

Item	Mean	Rank	SD	Interpretation
Have purchased Navarra Food Products multiple times.	3.62	1	.54	Very High
Frequently share the positive experiences with Navarra Food Products on social media, promoting the brand to others.	3.52	3.5	.57	Very High
When the product of Navarra Food Products is not available, still wait for its availability of product.	3.49	5	.52	High
Recommend Navarra Food Products through word-of-mouth or social media to friends, family and colleagues.	3.52	3.5	.52	Very High

Prioritize purchasing Navarra Food Products even if they are priced higher than alternatives.	3.57	2	.51	Very High
Overall Mean	3.54		.37	Very High
1.00-1.49 – Very Low;	1.50-2.49 – Low;	2.50-3.49 – High;	3.50-4.00 – Very High	

### III. Difference in the Level of Product Quality of Navarra Food Products Frozen Foods as Perceived by the Respondents when Grouped according to type of Customer

Presented in Table 12 is the difference in the level of product quality of Navarra Food Products frozen foods as perceived by the respondents when they are grouped according to their profile variables in terms of type of customer.

As presented in the table, a p-value of .63 and U-value of 291.50 was obtained when determining the significant difference of the level of product quality in terms of performance of Navarra Food Products Frozen Foods as perceived by the respondents when grouped according to type of customer. While, a p-value of .66 and U-value of 294.00 was obtained in terms of reliability. Moreover, a p-value of .25 and U-value of 242.50 was obtained in terms of durability while a p-value of .06 and U-value of 189.50 in terms of aesthetic. Lastly, a p-value of .36 and U-value of 260.50 was obtained in terms of conformance of Navarra Food Products frozen foods as perceived by the respondents when they are grouped according to type of customer.

Simply put, there was no significant difference on the level of product quality in terms of performance, reliability, durability, aesthetic, and conformance of Navarra Food Products frozen foods as perceived by the respondents when grouped according to type of customer. Hence, the null hypothesis stating that there was no significant difference in the level of product quality in terms of performance, reliability, durability, aesthetic, and conformance of Navarra Food Products frozen foods as perceived by the respondents when grouped according to type of customer was accepted.

In terms of reliability, durability, aesthetics, and conformance, retailers showed a higher mean. This may be because retailers were more concern with the physical appearance and longevity of the product, as they are responsible for selling it and need to ensure that it remains appealing and intact even when stocked for a few days. On the other hand, consumers recorded a higher mean in terms of performance, as they are the ones personally consuming the product and are more focused on its taste and overall quality, with less emphasis on its physical appearance.

Results showed that there was no significant difference existed across customer types. This suggested that regardless of the customers type, they share similar levels of satisfaction regarding performance. This finding aligned with the study of Jung and Kim (2023), who found that consistency in product performance strengthens brand trust. This also led to uniform customer perceptions regardless of demographic or customer type.

**Table 12 Difference in the Level of Product Quality of Navarra Food Products Frozen Foods as Perceived by the Respondents when Grouped according to Type of Customer**

	Type of Customer	Mean Rank	U-value	p-value	Interpretation
<b>Performance</b>	Consumer	50.87	291.50	.63	Not Significant



	Retailer	45.64			
<b>Reliability</b>	Consumer	50.16	294.00	.66	Not Significant
	Retailer	55.00			
<b>Durability</b>	Consumer	49.61	242.50	.25	Not Significant
	Retailer	62.36			
<b>Aesthetic</b>	Consumer	49.04	189.50	.06	Not Significant
	Retailer	69.93			
<b>Conformance</b>	Consumer	49.80	260.50	.36	Not Significant
	Retailer	59.79			

\* $p \leq 0.05$ , significant

#### IV. Difference in the Respondents' Level of Customer Loyalty to Navarra Food Products when Respondents are Grouped according to Type of Customer

Shown in Table 13 is the difference in the respondents' level of customer loyalty to Navarra Food Products when grouped according to type of customer.

The results showed no significant difference in level of customer loyalty of the respondents in terms of cognitive ( $U=298.00$  ,  $p=.70$ ), affective ( $U=198.50$  ,  $p=.08$ ), conative ( $U=.270.00$  ,  $p=.19$ ) and action ( $U=231.50$  ,  $p=.19$ ) to Navarra Food Products when grouped according to type of customer. Hence the null hypothesis stating that there was no significant difference in the respondents' level of customer loyalty in terms of cognitive, affective, conative and action to Navarra Food Products when grouped according to type of customer is accepted.

The result of the presented study supported the study of Aaker (2022) who also found that brands with consistent messaging and strong brand positioning maintain stable cognitive loyalty across different customer demographics. In addition, results of the presented study suggest that Navarra Food Products has built a brand reputation that resonates emotionally with both type of customers (consumers and retailers). Hwang and Kandampully (2021), in their study, found that brands that foster trust and satisfaction tend to generate uniform emotional loyalty across customer segments.

**Table 13**

**Difference in the Respondents' Level of Customer Loyalty to Navarra Food Products when They are Grouped according to of Type of Customer**

	Type of Customer	Mean Rank	U-value	p-value	Interpretation
<b>Cognitive</b>	Consumer	50.20	298.00	.70	Not Significant
	Retailer	54.43			
<b>Affective</b>	Consumer	51.87	198.50	.08	Not Significant
	Retailer	32.36			
<b>Conative</b>	Consumer	49.90	270.00	.45	Not Significant
	Retailer	58.43			

	Type of Customer	Mean Rank	U-value	p-value	Interpretation
Action	Consumer	49.49	231.5	0.19	Not Significant
	Retailer	63.93			

\* $p \leq 0.05$ , significant

## V. Relationship between the Level of Product Quality of Frozen Foods as perceived by the Respondents and their Level of Customer Loyalty to Navarra Food Products

Table 14 indicates the relationship between the level of product quality of frozen foods as perceived by the respondents and the level of customer loyalty to Navarra Food Products.

As indicated in table 14, an r-value of .607 was generated indicating that a moderate positive correlation was noted. In addition, a p-value of .00 was obtained indicating that it is significant. This means that the level of product quality of frozen foods as perceived by the respondents has a significant relationship with the level of customer loyalty to Navarra Food Products. The level of product quality of frozen foods as perceived by the respondents affected their level of customer loyalty.

Results of the present study showed a significant relationship between the level of product quality of frozen foods as perceived by the respondents and the level of customer loyalty to Navarra Food Products. Hence, the null hypothesis was rejected and to state differently, there was a significant relationship between the level of product quality of frozen foods as perceived by the respondents and the level of customer loyalty to Navarra Food Products.

Put it simply, customers who perceived that Navarra Food Products maintained level of quality in terms of performance, reliability, durability, aesthetics, and conformance were more likely to continue purchasing. Customers have developed emotional attachment, and recommended the brand to others. This result aligned with the Expectation-Confirmation Theory suggesting that the satisfaction of the customer and their loyalty were influenced by whether a product meets or exceeds their expectations (Oliver, 1980). In the study of Hossain and Islam (2023), it was found that product quality is a primary determinant of customer loyalty in the food industry. It emphasizes that consistently high product quality fosters long-term customer commitment. Kumar et al. (2021) also mentioned that brand loyalty strengthens when customers consistently perceive high product quality. Moreover, it reinforces the positive consumer experiences and reduces switching behavior.

**Table 14**

### Relationship between the Level of Product Quality of Frozen Foods as perceived by the Respondents and their Level of Customer Loyalty to Navarra Food Products

Variable	Level of Customer Loyalty			Interpretation	Decision
	r-value	Degree of Correlation	p-value		
Level of Product Quality	.607	Moderate Positive Correlation	.000*	Significant	Reject Null Hypothesis

\* $p \leq 0.05$ , significant

## **VI. Experiences Encountered by the Respondents Regarding Product Quality of Frozen Foods of Navarra Food Products.**

Every customer has their own story when it comes to the products they purchase and consume. These experiences—both ordinary and memorable—shape their satisfaction and, over time, their loyalty to a particular brand. In the case of Navarra Food Products, the voices of loyal customers echo a shared appreciation for quality, consistency, and reliability. Through personal conversations with long-time consumers and a dedicated wholesaler, a deeper understanding of why customers remain loyal to Navarra emerges.

In discovering the customer experience with Navarra Food Products, three customers were interviewed, each with diverse perspectives informed by their history of dealings with the company. Customer 1, a woman, shared that she has been using Navarra's products

for years. Customer 2, a man, said he has been enjoying the products since childhood. Customer 3, a veteran wholesaler, meanwhile, has been selling Navarra Food Products for a long time. Regardless of their different purpose and background, all three emphasized the prevalent theme—trust in the stable quality of the product.

Based on the interview, the customers considered that quality speaks for itself. Also, they experienced the quality of meat used, the quality of daily delivery, possessed the characteristics of a quality product, consistency and getting better in taste over time, and easy to sell due to in demand and well-known brand.

### **Quality That Speaks for Itself**

The topic of product quality stood out in all interviews. Customer 2 put it plainly: “It’s all about the taste. The quality is excellent.” (Customer 2, L111). Similarly, Customer 3 remarked, “Because when it comes to quality, it is really good.” (Customer 2, L238). This emphasis on quality was not just about the taste—it was also about value. Customer 1 highlighted, “The quality is worth the price,” (Customer 1, L30) and again, Customer 2 affirmed, “Yes, because the product truly has quality.” (Customer 2, L115)

Their perceptions aligned with the findings of Cardello et al. (2023), who emphasized that perceived performance in frozen foods, especially regarding taste and consistency, is a key determinant of customer satisfaction. Customers consistently mentioned quality as an important aspect of a product.

### **The Meat Used**

Beyond general quality, customers took note of the meat itself—its texture, aroma, and authenticity. Customer 1 shared, “Because of its meat—the color, the texture, and especially the fragrance. Some brands have a distinctive smell, but this one has a pleasant aroma.” (Customer 1, L68-69). Customer 3 added, “It is worth it because it has a good weight. I’ve tried other suppliers before, and their products weren’t pure meat—mostly flour or cornstarch. But Navarra is different; it is pure.” (Customer 3, L244-245)

### **Quality of Daily Delivery**

The consistency of daily delivery was another highlight of their experiences. Customer 1 noted, “We have never experienced any issues or damaged deliveries; everything is fresh every day.” (Customer 1, L49). She also emphasized that “they deliver every day, and the product sells out quickly, especially the regular one. Retailers and wholesalers purchase here in bulk.” (Customer 1, L45). From a wholesaler’s perspective, Customer 3 confirmed, “Yes, some look freshly-made and just recently wrapped. Others are

completely frozen from the previous day. But that's fine since they produce new batches every day.” (Customer 3, L260-261)

According to Kotler et al. (2023), cognitive loyalty is built on repeated positive experiences and trust in a brand's performance—an idea which clearly reflected the everyday encounters of Navarra's loyal customers.

### **Possess Characteristics of Quality Products**

All three customers described Navarra's frozen products as tasty, firm, and meaty. These consistent characteristics have kept them loyal. Customer 1 shared proudly, “Navarra Food Products are tasty, firm, and meaty—worth buying. I have been a customer for almost five years.” (Customer 1, L19-20). Echoing this, Customer 2 mentioned, “Their deliveries are always fresh. They never reach expiration. At most, they sell out within 2 or 3 days.” (Customer 1, L134-135). He also added, “Yes, it is all about the quality. The aroma is just right, and it is flavorful with a slight sweetness.” (Customer 1, L143-144).

These qualities reflected consumer preferences for food products that offer freshness, flavor, and sensory appeal (Verbeke & Vackier, 2017; Spence, 2021; Ares & Deliza, 2022).

### **Consistency and Getting Better in taste Over time**

Navarra's appeal lies not just in its quality, but in its consistency—a trait that builds trust over time. Customer 2 said it best: “It is consistent, which is why customers keep coming back.” (Customer 2, L153). He further shared, “Even if the price increases, as long as they keep the same original recipe, it doesn't change. The taste remains the same. In fact, it gets even better over time.” (Customer 2, L158-159). Meanwhile, Customer 3 shared how people take Navarra products with them as pasalubong, saying, “People even buy it as a pasalubong to bring to other places. Some take it to Manila, while others even bring it abroad. That's why we pack it in cartons and newspapers.” (Customer 3, L252-254)

This consistency supported the research findings by Ling et al. (2023) and Kotler and Keller (2016), which showed that product consistency enhances customer satisfaction and encourages repeat business. The pasalubong culture, as Alipio (2020) noted, reinforces brand loyalty through perceived authenticity and quality.

### **Easy to Sell Due to In Demand and Well-Known Brand**

Demand for Navarra is not limited to everyday consumers—it also thrives among retailers and wholesalers. According to Customer 1, “They deliver every day, and the product sells out quickly, especially the regular one. Retailers and wholesalers purchase here in bulk.” (Customer 1, L45-46). She added, “Even our customers feel the same way—it is always their first choice. We have other brands of longganisa, but this one sells the best.” (Customer 1, L56-57).

Customer 2 affirmed, “The stocks they deliver always sell out. Everything runs out within the day, and if there's anything left, it is just a small amount.” (Customer 2, L93-95). From the business side, Customer 3 stated, “Because it's well-known—a recognized brand. When people think of longganisa, they ask, ‘Do you have Navarra?’ That is why I only sell Navarra. Even if the profit margin is small, as long as I sell every day, it adds up over time.” (Customer 3, L220-222).

These experiences support Zhao et al. (2022), who found that brand awareness significantly affect consumer buying behavior. Furthermore, Prasetya and Hidayat (2021) emphasized how brand loyalty,

brand association, and perceived quality drive repeat purchase decisions—exactly what the stories of Navarra’s customers reveal.

### **A Path Forward: Building a Customer Loyalty Program**

The loyalty of Navarra Food Products' customers is already evident in their stories. From trust in the product to habitual purchases and brand advocacy, the brand has achieved a strong foothold in its market. However, sustaining and strengthening that loyalty can be enhanced through a structured Customer Loyalty Program.

Studies have shown that such programs significantly boost customer retention, repeat purchases, and emotional engagement (Kotler & Keller, 2016). A loyalty program tailored to Navarra’s customers—discounts, offering rewards, or exclusive deals—can incentivize repeat purchases, foster brand ambassadorship, and create a deeper emotional bond. More importantly, it can give Navarra a competitive advantage in a saturated market where customer retention is more cost-effective than new customer acquisition.

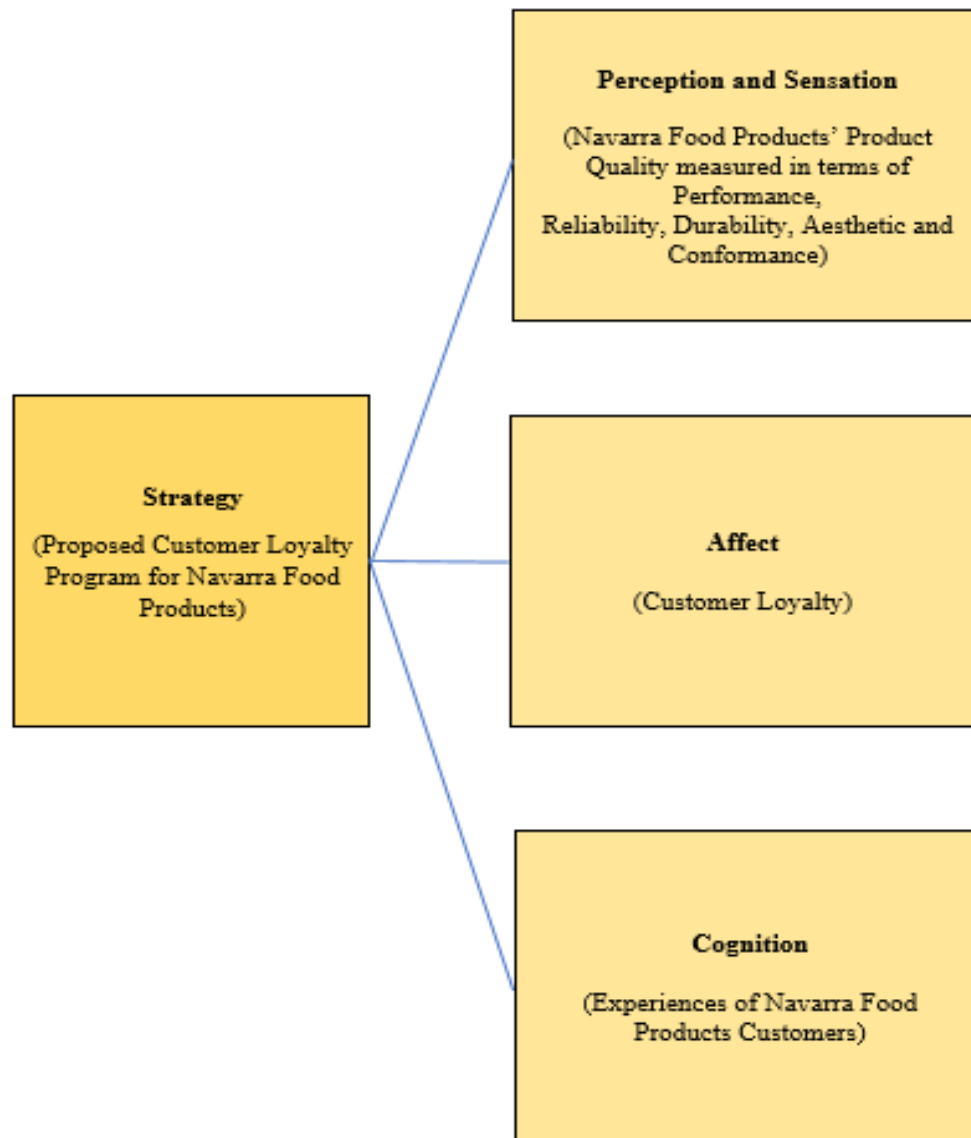
### **Simulacrum Model**

It had been identified that one of the most competitive and dynamic sectors in the global and local economy is the food industry. This industry is commonly characterized by constant innovation, consumer demand shifts among customers, and a growing focus on quality of the product and sustainability of the operation. Navarra Food Products, a family-owned business based in Bakhaw Sur, Kalibo, Aklan. However, they have numbers of areas to be considered especially with a commitment to providing premium frozen foods. The company even expanded its reach by opening branches in Iloilo City, Roxas, and multiple locations in Kalibo, further strengthening its presence in the market. In response to this opportunity, the company expanded its operations into frozen food products, ensuring that the unused meat could be preserved and utilized effectively. In their operations, Navarra Food Products needs to look at the product quality particularly from the customer's point of view including the various dimensions. It is a major determinant of customer loyalty, particularly in the food sector. It appeared that customer satisfaction is closely associated with the reliability and consistency of the product.

This study initially determined the level of product quality of Navarra Food Products frozen foods as perceived by the respondents. The level of product quality is measured in terms of performance, reliability, durability, aesthetic and conformance. This is an opportunity to assess the perspective, impression, and evaluation of the customers. More so, the level of customer loyalty to Navarra Food Products in terms of cognitive, affective, conative and action. This is another aspect to assess the consistency of consumption of the customers and the implications of the quality product to their purchasing behavior. However, there are still pressing challenges faced by the Navarra Food Products. In particular, how do these issues—such as supply disruptions, power instability, and rising competition—affect the overall product quality. If the company struggles to maintain high product quality with the presence of various challenges, Navarra Food Products may face a decline in customer loyalty. Consequently, this could have long-term implications for its market presence.

Figure 2 shows the “Strategy Formulation for Quality of Navarra Food Products”. This model emphasizes the formulation of strategy for Navarra Food Products stemmed from identifying the perception and sensation, affect and cognition.





**Figure 2.**  
“Strategy Formulation for Quality of Navarra Food Products”.

## Chapter 5

### SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

This chapter present the findings of the study. It also shows the conclusions and recommendations of the study.

#### Summary of Findings

Based on the data gathered and the results being analyzed, the following findings were observed:

1. Respondents rated the product quality of Navarra Food Products as excellent across all aspects—performance (M=3.72), reliability (M=3.63), durability (M=3.67), aesthetics (M=3.57), and conformance (M=3.65)—with low variability in responses. Performance received the highest mean, while aesthetics had the lowest mean, though still rated excellent.

2. Respondents rated customer loyalty to Navarra Food Products as very high across all four dimensions—cognitive ( $M=3.59$ ), affective ( $M=3.54$ ), conative ( $M=3.58$ ), and action ( $M=3.54$ )—with low variability in responses. Cognitive loyalty received the highest mean, showing strong rational commitment based on trust, quality, and value. Action loyalty had the lowest mean, though still very high, indicating frequent repeat purchases and continued support for the brand.
3. There was no significant difference of the level of product quality in terms of performance ( $U=291.50$ ,  $p=0.63$ ), reliability ( $U=294.00$ ,  $p=0.66$ ), durability ( $U=242.50$ ,  $p=.25$ ), aesthetic ( $U=189.50$ ,  $p=0.06$ ), and conformance ( $U=260.50$ ,  $p=0.36$ ) of Navarra Food Products frozen foods as perceived by the respondents when grouped according to type of customer.
4. The results showed no significant difference in the level of customer loyalty in terms of cognitive ( $U=298.00$ ,  $p=0.70$ ), affective ( $U=198.50$ ,  $p=0.08$ ), conative ( $U=270.00$ ,  $p=0.45$ ) and action ( $U=231.50$ ,  $p=0.19$ ) to Navarra Food Products of respondents when grouped according to type of customer.
5. There was a moderate positive correlation ( $r=.607$ ,  $p=.000$ ) between the level of product quality of frozen foods as perceived by the respondents and their level of customer loyalty to Navarra Food Products.
6. The customers of Navarra Food Products experienced that the frozen products possess characteristics of quality products. Also, the taste and flavor are consistent and getting better over time. It also exhibited easy to sell due to in demand and well-known brand.

## Conclusion

On the basis of the study findings, the following conclusions were made:

1. Navarra Food Products led in product performance, surpassing expectations with every customer encounter. Its products were dependable, long-lasting, and taste and fresh to a high standard, providing a quality experience with each use. Packaging design added visual appeal and reinforced brand image, while compliance with food safety laws gave consumers a reason to trust. Navarra's emphasis on overall performance, reliability, durability, looks, and conformity has established itself and its competitiveness in the marketplace.
2. Navarra Food Products has been able to establish strong customer loyalty based on clear product benefits, emotional attachment, and trust. Its customers were not only satisfied but also highly involved, resulting in repeat buying and word-of-mouth communication. Such loyalty, based on both cognitive and affective factors, guarantees long-term patronage and brand longevity, setting Navarra Food Products up for further success in the market.
3. As the result suggested, that regardless of customer type, customers of Navarra Food Products share similar levels of satisfaction with the product quality of frozen foods. Moreover, respondents perceived the Navarra Food Products frozen foods as reliable, durable, aesthetically appealing, and conforming.
4. Result suggested that regardless of customer type, customers of Navarra Food Products exhibited similar levels of loyalty. Moreover, customers of Navarra Food Products ensured continued support and engagement regardless of consumer groups.
5. Customers of Navarra Food Products who perceived it as maintaining and having high level of product quality in terms of performance, reliability, durability, aesthetics, and conformance are more likely remain to be loyal in terms of cognitive, affective, conative and action to the brand. It is then essential

to maintaining excellent quality products in fostering, maintaining, and sustaining customer loyalty to Navarra Food Products.

- Customers have positive experiences over the frozen products of Navarra Food Products. The Navarra Food Products customers experienced that the company possessed characteristics of quality products. The taste and flavor of the product were consistent and it even improves over time. It can also be noted that Navarra Food Products has high demand and brand recognition over the customer.

## Recommendations

The following recommendations are presented based on the findings and conclusions of the study:

- Navarra Food Products to continuously maintain the high level of product quality by continuously considering multiple factors such as its performance, reliability, durability, aesthetics, and conformance to sustain customer trust and loyalty.
- Navarra Food Products to continuously to improve its product packaging aesthetics to enhance market appeal and differentiate from competitors. To make Navarra's longganisa more enticing while ensuring safety, it is recommended to use vibrant, vacuum-sealed resealable pouches with clear product windows, modern bold typography, and images of cooked longganisa for visual appeal. Additionally, using food-safe, eco-friendly materials could help preserve freshness and meet handling standards. This packaging upgrade not only enhances shelf appeal but also maintains the product's safety and quality.
- Navarra Food Products may adopt the proposed Customer Loyalty Program for the enhancement of customer engagement strategies and strengthening the brand attachment and increase repeat purchases.

## Customer Loyalty Program

Activity	Perks	Cost/Budget (Annually)	Success Indicators/ Performance
<b>Navarra Rewards Points Program</b> Customers can earn points for every purchase and redeem for discounts or freebies One (1) point for every Php 100.00 spent.	Customers can redeem points for free products or discounts.	Php 20,000.00	Increase in repeat purchases by 10% in six months
<b>Exclusive Membership Tiers</b> (Gold, Silver, Bronze) Gold Member-Must have purchased at least Php 150,000.00 products per month for the last three months. Silver Member- Must have purchased at least	Gold Member is entitled to 5% discount for all product purchase. Silver Member is entitled to 3% discount for all product purchase.	Php 65,000.00	At least 1 member per category per quarter. Increase in membership sign-ups every quarter.

Activity	Perks	Cost/Budget (Annually)	Success Indicators/ Performance
<p>Bronze Member- Must have purchased at least Php 50,000.00 products per month for the last three months.</p>			
<b>Customer Referral Program</b>	Php 20.00 discount for every successful referral	Php 10,000.00	Increase of customers/members by 5% every month.
<b>Social Media Engagement Rewards System</b>	Be receiving gift package.	Php 7,500.00	Increased brand engagement online.
<b>Customer Feedback and Surveys</b>	Received a discount coupon for survey participation.	Php 10,000.00	Improved customer satisfaction ratings
<p>Reward customers for bringing in new members/customers.</p> <p>Customers who got highest engagement about Navarra products get incentives. This will be done in a monthly basis.</p> <p>Reward customers for providing valuable insights.</p>			
Php 100,000.00 products per month for the last three months.	Bronze Member is entitled to 2% discount for all product purchase.		

Activity	Perks	Cost/Budget (Annually)	Success Indicators/ Performance
<b>Anniversary Raffle Promo</b>	Customer received:	Php 50,000.00	Increase sales by 10%
<p>This is an annual raffle during anniversary to encourage purchase and participation. The customer has to fill-up raffle couple which will be place in a drop box.</p>	1 Raffle Coupon for every at least <u>Php 1,000.00</u> single receipt purchase		At least 500 customer participates
	5 Raffle Coupon for every <u>Php 5,000.00</u> single receipt purchase		At least 1,000 coupons released
	20 Raffle Coupon for every at least <u>Php 10,000.00</u> single receipt purchase		

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