

EXECUTIVE SUMMARY

AHA! Session No. 2 | 15 October 2025
Fifth on 5th, The Philippine Stock Exchange Tower, BGC



BBX
collab.

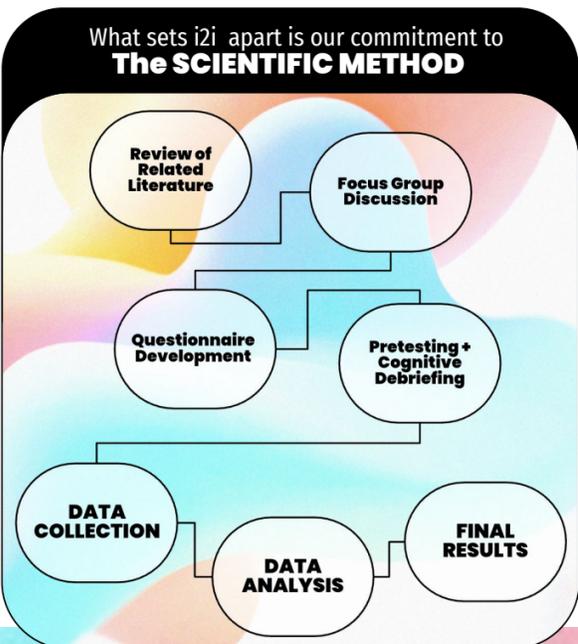
AHA! Data-Story Sessions is a Data Insighting and Storytelling conference created by Black Box Collab Inc (**BBX**). At the sessions, BBX's very own *Creative Scientists*, along with a curated panel of experts, provide key research and thought-starters to our most valuable clientele through engaging talks and discussions.

In this *AHA! Session*, we launched our newest Agile Research Service called **Insight to Impact (i2i)**, and along with it— our first *proprietary research on Brand Loyalty: The BBX FABLE (Filipino Agile Brand Loyalty Examination) Study*.

BBX FABLE seeks to provide *agile and empirical insights* into **how traditional and emerging factors can influence brand loyalty among Filipino consumers**.

It is a multidimensional perspective into consumer-brand relationships; identifying both general *loyalty foundations* and *segment-specific priorities*, positioned to help brands move beyond one-size-fits-all approaches, towards more culturally-rooted, responsive, and nuanced strategies.

BBX FABLE is the *flagship proprietary study* of BBX under its newest data and insighting product: an *Agile Research Service* called **Insight to Impact (i2i)**, which seeks to provide swift, savvy, and scientifically-sound **INSIGHTS**, for **IMPACTFUL** brand storytelling.



Demographics:
Age, gender identity, marital status, parental status, and field of work.

Brand Loyalty Factors* (Q10 to Q23):
14 *Factors of Brand Loyalty statements*, rated on a 5-point Likert scale.
1 = Strongly Disagree
5 = Strongly Agree

Loyalty Recommendation Behavior (Q24 to Q25):
Two statements to see our samples' expression of loyalty on a 5-point Likert scale.
1 = Strongly Disagree
5 = Strongly Agree

Switching Factors (Q26):
Multiple-choice item to identify up to three primary categories of reasons why respondents might consider switching brands (*to offer initial insights for further studies*).

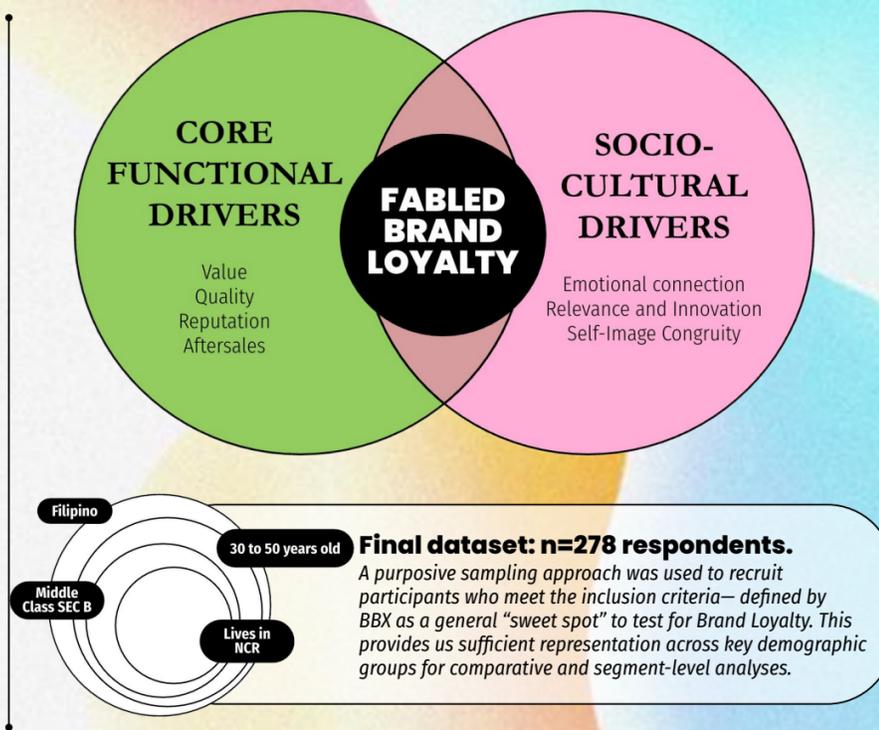
RESEARCH DESIGN: Mixed-method, Cross-sectional Analytic design
Focus Group Discussions for qualitative consumer perceptions, emotions, and motivations on Brand Loyalty
Descriptive Analysis to measure self-reported attitudes+behavior; *Logistic Regression* to test significant associations.
*Our BBX FABLE Survey questions were computed to have a Cronbach's alpha of 0.889, indicating reliability as a valid tool for measuring our defined factors.

BRAND LOYALTY FACTOR RANKINGS

Descriptive results showing mean score ranking of total samples' responses

- LEADING FACTORS**
For ALL Respondents**
- 1 VALUE for MONEY**
"I choose brands that offer me good value for my money."
 - 2 PRODUCT QUALITY**
"I always prefer brands that meet high quality standards."
 - 3 BRAND REPUTATION**
"I highly consider reputation and credibility of the company when choosing a brand."
 - 4 AFTER-SALES SUPPORT**
"I prefer to choose a brand with good after-sales or support."
 - 5 EMOTIONAL CONNECTION**
"I have a positive emotional connection or response to the brands I am loyal to."

- LAGGING FACTORS**
For ALL Respondents**
- 14 ENDORSER INFLUENCE**
"My preference for brands are affected by celebrities or influencers that endorse them."
 - 13 STATUS ENHANCEMENT**
"I am more likely to buy from brands that enhance my social status or image."
 - 12 ONLINE ENGAGEMENT**
"I enjoy engaging with the online or social media community of the brands that I prefer."
 - 11 STOCKOUT RESILIENCE**
"If a brand I prefer is out of stock, I prefer to wait for its availability (rather than switch to another brand)."
 - 10 SELF-IMAGE CONGRUENCE**
"The personality or identity of the brands I buy should likewise fit my lifestyle and self-image."



****For mean ranking results per age, gender, marital and parental status, and for full details of our forecasting results and recommendations, reach out to info@bbxcollab.com**
While The BBX FABLE Study provides robust insights into the relationship between demographics and brand loyalty, it is based on a specific sample and self-reported data— and may only be relatively generalizable to our chosen sample study. Results are context-dependent and should be interpreted with considerations of the specific market and industry landscape. Future FABLE Studies seek to expand on these boundaries.