

## **ABSTRACT**

Brand loyalty serves as a critical asset for companies, particularly in the competitive Fast-Moving Consumer Goods (FMCGs) market, where the cost of acquiring new customers far exceeds the cost of retaining existing ones. However, establishing and maintaining brand loyalty in the FMCGs sector is a complex challenge due to frequent market entries of new brands and a wide array of consumer choices. While some companies have successfully fostered brand loyalty, others face ongoing struggles.

This study investigates the factors influencing brand loyalty, the types of brand loyalty behaviors, and the relationships among these elements. It reveals that brand loyalty is more pronounced among urban customers compared to semi-urban and rural counterparts. Key antecedents of brand loyalty include brand awareness, brand association, perceived quality, brand trust, brand equity, and distribution intensity. Additionally, factors such as product quality, brand name, style, service quality, and promotional efforts significantly shape brand loyalty behavior.

Among the types of brand loyalty, retail brand loyalty emerges as the most dominant. Brand loyalty is also found to be positively linked to brand personality and customer personality, with significant associations between customer profiles and loyalty levels. Importantly, the study highlights that marketing strategies to cultivate brand loyalty must be tailored to the distinct needs of urban, semi-urban, and rural segments.

The findings underscore the necessity for companies to adopt a segmented approach to analyzing customer behaviors and formulating targeted brand loyalty strategies. By doing so, companies can better navigate the competitive FMCGs market, fostering lasting loyalty and ensuring sustainable success.