

ABSTRACT

Brand loyalty is more than simple repurchasing. Customers may repurchase a brand due to situational constraints, a lack of viable alternatives, or out of convenience. Such loyalty is referred to as “spurious loyalty”. True brand loyalty exists when customers have a high relative attitude towards the brand which is then exhibited through repurchase behaviour. This type of loyalty can be a great asset to the firm: customers are willing to pay higher prices, they may cost less to serve, and can bring new customers to the firm. Customers' perceived value, brand trust, customers' satisfaction, repeat purchase behaviour, and commitment are found to be the key influencing factors of brand loyalty. Commitment and repeated purchase behaviour are considered as necessary conditions for brand loyalty followed by perceived value, satisfaction, and brand trust.

This study attempted to understand how a marketer can use the Brand Personality construct to build sustainable loyalty towards his FMCG brand.

The level of brand loyalty towards the FMCGs is higher among the urban customers than among rural customers. The important antecedents influencing the brand loyalty behaviour among the customers is the level of brand awareness, brand association, perceived quality, brand trust, brand quality and distribution intensity. The important factors influencing the level of brand loyalty behaviour among the customers are product quality, style, brand name, service quality and promotion of the brand. The level of retail brand loyalty is higher compared to other three types of brand loyalty among the customers. The two types of customers are discriminated by the four types of brand loyalty to a higher extent. The brand loyalty also depends upon the brand personality and personality of the customers which are having appositive linkage.

The profiles of the customers are significantly associating with their level of brand loyalty behaviour among the customers. The study concludes that the required marketing strategy to generate brand loyalty among the rural customers is different from other two groups of customers. Hence, the marketers should study the brand loyalty behaviour among the customers on a segment wise and then formulate appropriate brand loyalty strategies in order to succeed in the FMCGs market.