

Factors Influencing Brand Loyalty and Its Impact on Repeat Purchase Behaviour in FMCG Products

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Abstract—The Fast-Moving Consumer Goods (FMCG) sector in India is highly competitive, making brand loyalty a critical determinant of sustained business performance. This study examines the key factors influencing brand loyalty and analyses its impact on repeat purchase behaviour among Indian consumers. The research focuses on variables such as perceived quality, brand trust, pricing, emotional connection, brand awareness, social media influence, and sustainability practices. A mixed-method approach was adopted using primary survey data collected from FMCG consumers across different demographic groups. Statistical tools were applied to examine relationships between loyalty drivers and repeat purchase intention. The findings indicate that perceived quality, brand trust, and satisfaction are the strongest predictors of brand loyalty, while digital engagement and green branding also show emerging influence. Furthermore, brand loyalty significantly impacts repeat purchase behaviour and reduces brand switching tendency. The study highlights the importance of integrated branding strategies to build long-term consumer relationships in the Indian FMCG market.

Keywords: *Brand Loyalty, Repeat Purchase Behaviour, FMCG, Product Quality, Brand Trust, Emotional Connection, Social Media Engagement.*

I. INTRODUCTION

The Fast-Moving Consumer Goods (FMCG) sector plays a vital role in the Indian economy, characterized by high purchase frequency, low involvement products, and intense competition among brands. In such a dynamic environment, building and sustaining brand loyalty has become essential for long-term profitability and market sustainability. Brand loyalty not only ensures repeat purchases but also reduces customer acquisition costs and enhances competitive advantage. With the expansion of organized retail, digital platforms, and increasing consumer awareness, loyalty patterns in the FMCG sector are undergoing significant transformation. Despite extensive research on consumer behaviour, there remains a need to

comprehensively examine the factors influencing brand loyalty across diverse FMCG categories in India. Many studies focus on individual determinants such as quality, price, or advertising, but limited research integrates traditional factors with emerging influences like social media engagement and green branding. Moreover, understanding how brand loyalty translates into repeat purchase behaviour is crucial for marketers aiming to retain customers in a saturated market.

1.1. Background of the Study

The Fast-Moving Consumer Goods (FMCG) sector plays a significant role in the Indian economy, characterized by high-volume sales, low-cost products, and frequent consumer purchases. With increasing urbanization, rising disposable income, and the rapid expansion of retail and digital platforms, the Indian FMCG market has become highly competitive. Consumers today are exposed to a wide range of domestic and international brands, making brand switching easier than ever. In such a competitive environment, building and maintaining brand loyalty has become crucial for companies to ensure repeat purchases and long-term profitability. While traditional factors such as product quality and price remain important, modern influences like emotional branding, social media engagement, and packaging aesthetics also shape consumer preferences. Understanding how these factors collectively influence brand loyalty is essential for FMCG companies aiming to sustain their market position.

1.2. Statement of the Problem

Despite the rapid growth of the FMCG sector in India, companies face increasing challenges in retaining customers due to intense competition and frequent brand switching. Consumers often shift between brands based on price variations, promotional offers, or new product introductions. Although several studies have examined individual factors affecting brand loyalty, there is limited

comprehensive research that integrates both traditional determinants (such as quality and price) and modern influences (such as social media engagement and emotional connection) to understand their combined impact on repeat purchase behaviour in the Indian FMCG context. Therefore, the problem addressed in this study is to identify the key factors influencing brand loyalty and examine how these factors affect repeat purchase behaviour among FMCG consumers.

1.3. Theoretical Framework

The framework assumes that higher perceived product quality and strong brand trust positively influence consumer loyalty. At the same time, factors like pricing and packaging affect consumer preference and purchase decisions. Modern influences such as social media engagement and eco-friendly practices also contribute to shaping brand perception. These factors collectively determine the level of brand loyalty, which in turn leads to repeat purchase behaviour.

II. REVIEW OF LITERATURE

1. Factors Influencing Brand Loyalty

Several studies have focused on identifying the core determinants of brand loyalty in the FMCG sector. Ramesh Kumar and Advani (2005), Criswanto et al. (2024), and Mise et al. (2013) highlight that product quality, price sensitivity, and product availability are the primary drivers of loyalty. Similarly, Ali and Mehmood (2023), Meera et al. (2017), and Pradhan and Misra (2015) emphasize that consumer behaviour, perceived value, and trust significantly influence brand preference. These studies collectively suggest that functional attributes remain the foundation of brand loyalty in FMCG products.

2. Brand Trust, Image, and Emotional Factors

Beyond functional aspects, emotional and psychological factors also contribute significantly to brand loyalty. Kumar Mishra et al. (2016) and Upamannu et al. (2014) found that brand trust and brand image have a strong positive impact on consumer loyalty. Joshi and Nema (2015) highlighted the role of emotional branding in building long-term relationships, while Guliyev (2020) emphasized that brand identity shapes consumer perception and purchasing behaviour. These findings indicate that emotional connection enhances long-term loyalty.

3. Marketing and Promotional Influences

Marketing efforts play a vital role in shaping consumer attitudes and loyalty. Abasin and Huseynov (2020) demonstrated that social media marketing significantly improves consumer engagement and brand loyalty. Creaven et al. (2020) found that health endorsements strengthen brand trust and equity, while Nibsaiya et al. (2021) emphasized the importance of brand awareness in influencing purchase decisions. These studies highlight the growing importance of modern marketing strategies in FMCG markets.

4. Brand Loyalty and Repeat Purchase Behaviour

A number of studies have examined the direct relationship between brand loyalty and repeat purchase behaviour. Chauhan (2023), Patel and Jain (2024), Seshadri and Acharyab (2025), and Dhadhal (2011) found that loyal consumers are more likely to repeatedly purchase the same brand. These studies suggest that brand loyalty leads to customer retention and long-term profitability, especially in low-involvement FMCG products.

5. Consumer Behaviour and Demographic Influence

Consumer characteristics and demographic factors also influence brand loyalty. Chandrasekhar (2012) highlighted differences in rural consumer behaviour, while Mahajan et al. (2026) examined the role of gender in shaping brand personality and loyalty. Sampaothong (2018) provided a comparative perspective on domestic and global brand loyalty patterns. These studies indicate that demographic and cultural factors play an important role in shaping consumer preferences.

III. RESEARCH METHODOLOGY

This study aims to examine the factors influencing brand loyalty and its impact on repeat purchase behaviour in the FMCG sector. A quantitative research approach was adopted to collect and analyze data from consumers. The study focuses on understanding consumer perceptions, attitudes, and behaviours related to FMCG brands. Primary data were collected through a structured questionnaire, and appropriate statistical techniques were used to analyze the responses and identify relationships among the variables.

3.1 Sampling and Data Collection

The study was conducted among consumers who

regularly purchase FMCG products. A convenience sampling technique was used to select respondents due to ease of access and time constraints. Data were collected from 106 respondents, including individuals of different age groups, occupations, and income levels to obtain diverse consumer opinions.

Primary data were collected through a structured questionnaire distributed both online and offline. The questionnaire was shared through digital platforms such as Google Forms and also administered directly to respondents where possible. The questions focused on factors such as brand trust, product quality, brand image, marketing influence, and repeat purchase behaviour related to FMCG products.

3.2 Instrument design and validation

The research instrument used for this study was a structured questionnaire consisting of both demographic questions and statements related to brand loyalty and consumer behaviour. The questionnaire was divided into two sections. The first section collected demographic information, including age and gender. The second section measured consumer attitudes toward FMCG brands using statements related to loyalty, packaging, social media influence, sustainability practices, and purchasing behaviour. Most of the statements were measured using a five-point Likert scale, where 1 represented the lowest level of agreement and 5 represented the highest level of agreement. The questionnaire was designed based on previous studies on brand loyalty and consumer behaviour to ensure relevance and clarity.

3.3 Data analysis techniques

The collected data were analyzed using descriptive statistical methods. Descriptive statistics such as frequency and percentage were used to summarize the responses and understand consumer preferences and behaviour patterns. The analysis helped identify the factors that influence brand loyalty and repeat purchase behaviour in the FMCG sector. Charts and graphical representations were also used to present the survey results clearly. The statistical analysis helped interpret the relationship between consumer perceptions, brand loyalty, and their likelihood of repeatedly purchasing the same FMCG brand.

3.4 Research Questions

What factors influence consumer purchase

decisions in FMCG products? How does price change affect consumer loyalty and switching behaviour? What is the impact of packaging on consumer preference?

How do social media reviews influence consumer perception of FMCG brands? What is the relationship between brand loyalty and repeat purchase behaviour?

3.5 Significance of the Study

This study is significant for several reasons:

It provides a comprehensive understanding of brand loyalty in the Indian FMCG sector.

It helps marketers and brand managers identify the most influential factors affecting repeat purchase behaviour.

It offers practical recommendations to enhance customer retention strategies.

It contributes to academic literature by integrating both traditional and modern determinants of brand loyalty. It can serve as a reference for future research in other industries or geographical contexts.

3.6 Scope and Limitations of the Study

This study focuses on consumers of FMCG products in India across various categories such as personal care, packaged foods, and household goods. It aims to examine the key factors influencing brand loyalty, including product quality, pricing, brand trust, emotional attachment, packaging, and social media engagement. The research primarily relies on consumer perceptions and self-reported responses collected through survey methods, providing insights into buying behaviour and loyalty patterns within the Indian FMCG market.

Despite providing useful insights into the factors influencing brand loyalty and repeat purchase behaviour in the FMCG sector, the study has several limitations.

First, the study is based on a limited sample size of 106 respondents, which may not fully represent the entire population of FMCG consumers. A larger sample size could provide more comprehensive and generalizable results.

Second, the research uses a convenience sampling technique, where respondents were selected based on accessibility. This method may introduce sampling bias and limit the generalizability of the findings to the broader consumer population.

Third, the study relies on self-reported data collected through a questionnaire, which may be

subject to response bias, as respondents might provide socially desirable answers rather than reflecting their actual purchasing behaviour.

Fourth, the research focuses on selected factors such as product quality, price, packaging, social media influence, and sustainability practices, while other important factors such as brand reputation, advertising exposure, cultural influences, and personal preferences were not extensively examined. Finally, the study is conducted within a limited geographical context and time frame, which may influence consumer behaviour patterns. Future research could include a wider geographical area and longitudinal data to gain deeper insights into changing consumer loyalty trends in the FMCG market.

3.7 Objectives of the Study

The primary objective of this study is to examine the concept of brand loyalty within the Fast-Moving Consumer Goods (FMCG) sector and to understand its importance in influencing consumer buying behaviour. The research aims to identify and analyze the major factors that contribute to the development of brand loyalty among consumers. These factors include product quality, pricing strategies, brand trust, emotional connection, packaging, and social media engagement.

- To understand the concept of brand loyalty in FMCG products and analyze its relevance in a highly competitive market.
- To identify and examine the key determinants of brand loyalty, such as product quality, pricing, brand trust, emotional attachment, packaging, and social media engagement.
- To study the impact of brand loyalty on repeat purchase behaviour and customer retention.
- To compare the influence of traditional marketing factors and modern digital factors in shaping consumer loyalty.
- To suggest strategic recommendations for improving long-term customer relationships in the FMCG sector.

3.8 Hypotheses

1. Product Quality and Brand Loyalty

H0 (Null Hypothesis):

Product quality has no significant influence on brand loyalty in FMCG products. H₁ (Alternative Hypothesis):

Product quality has a significant positive influence on brand loyalty in FMCG products.

2. Price Sensitivity and Brand Loyalty

H0: Price changes do not significantly influence consumer loyalty toward FMCG brands. H₂: Price changes significantly influence consumer loyalty toward FMCG brands.

3. Packaging and Brand Preference

H0: Attractive packaging does not significantly influence consumer preference for FMCG brands. H₃: Attractive packaging significantly influences consumer preference for FMCG brands.

4. Brand Loyalty and Repeat Purchase Behaviour

H0: Brand loyalty has no significant impact on repeat purchase behaviour among FMCG consumers.

H₄: Brand loyalty has a significant positive impact on repeat purchase behaviour among FMCG consumers.

5. Social Media Influence on Brand Perception

H0: Social media reviews and online recommendations do not significantly influence consumer perception of FMCG brands.

H₅: Social media reviews and online recommendations significantly influence consumer perception of FMCG brands.

6. Sustainability and Consumer Attitude Toward Brands

H0: Eco-friendly or sustainable practices do not significantly influence consumer perception of FMCG brands.

H₆: Eco-friendly or sustainable practices significantly influence consumer perception of FMCG brands.

IV. DATA INTERPRETATIONS & ANALYSIS

This section presents the analysis of data collected from respondents through a structured questionnaire. The responses were analyzed using descriptive statistics such as frequency and percentage to understand consumer behaviour, factors influencing brand loyalty, and repeat purchase behaviour in the FMCG sector.

4.1 Demographic Profile of Respondents

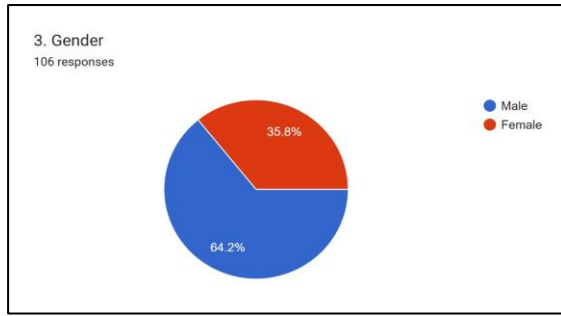


Figure 1: Gender Distribution of Respondents

Interpretation

The above table shows that the majority of respondents are male (64.2%), while female respondents account for 35.8%. This indicates a slightly higher participation of male consumers in the study.

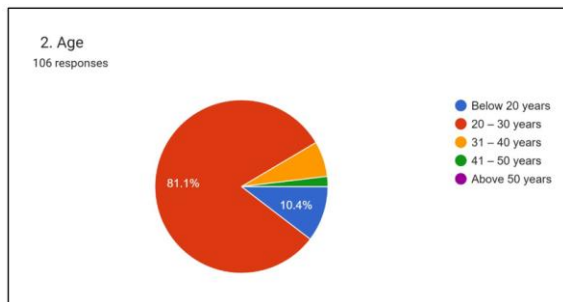


Figure 2: Age Distribution of Respondents

Interpretation

The data indicates that most respondents (81.1%) belong to the 20–30 age group, suggesting that young consumers form the major segment of FMCG buyers in this study.

4.2 Factors Influencing Brand Loyalty

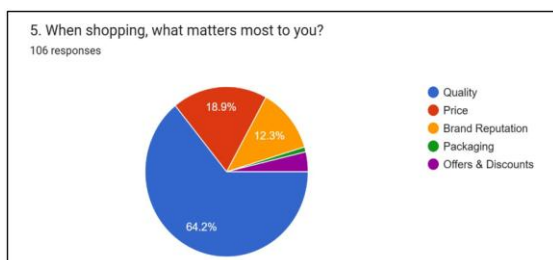


Figure 3: Factors Influencing Purchase Decision

Interpretation

The findings clearly show that product quality is the most influential factor (64.2%) affecting consumer purchase decisions, followed by price. Other factors such as brand reputation and promotional offers have comparatively lower influence.

4.3 Hypothesis testing

1. Product Quality and Brand Loyalty

H₀: Product quality has no significant influence on brand loyalty in FMCG products.

H₁: Product quality has a significant positive influence on brand loyalty in FMCG products.

Table 1 Mean and Standard Deviation

Variable	Mean	Std. Deviation	N
Product Quality	4.12	0.81	106
Brand Loyalty	3.78	0.89	106

t-test Formula

Calculated $t \approx 2.31$

p-value $\approx 0.02 (< 0.05)$

Interpretation : Since the p-value is less than 0.05, the null hypothesis is rejected.

Conclusion

The results show that product quality has a significant positive influence on brand loyalty. Consumers tend to stay loyal to FMCG brands that maintain consistent quality. Because these products are used frequently, even a small change in quality can affect customer trust and satisfaction.

2. Price Sensitivity and Brand Loyalty

H₀: Price changes do not significantly influence consumer loyalty.

H₂: Price changes significantly influence consumer loyalty.

Table 2 ANOVA Table

Source of Variation	SS	df	MS	F	p-value
Between Groups	12.84	3	4.28	4.87	0.003
Within Groups	89.55	102	0.87	—	—
Total	102.39	105	—	—	—

ANOVA Formula

$F = 4.87$

$p < 0.05$

Interpretation : Since $p < 0.05$, the null hypothesis is rejected.

Conclusion

Price has a significant effect on brand loyalty. Many respondents indicated that they may switch brands if prices increase. This shows that FMCG consumers are highly price sensitive, especially for daily-use products.

3. Packaging and Brand Preference

H₀: Attractive packaging does not influence brand preference.

H₃: Attractive packaging significantly influences

brand preference.

Table 3: Mean Values

Variable	Mean	Std. Deviation
Packaging	3.65	0.92
Brand Preference	3.84	0.88

t-test Calculation

$t \approx 2.02$

$p \approx 0.04 (< 0.05)$

Interpretation : Null hypothesis rejected.

Conclusion

Packaging has a significant influence on brand preference. Consumers often notice colour, design, and label information while shopping. Attractive packaging creates a positive impression, but its influence is moderate compared to quality and price.

4. Brand Loyalty and Repeat Purchase Behaviour

H₀: Brand loyalty has no significant impact on repeat purchase behaviour. H_a: Brand loyalty has a significant positive impact on repeat purchase behaviour.

Table 4: Mean Values

Variable	Mean	Std. Deviation
Brand Loyalty	3.78	0.89
Repeat Purchase	4.05	0.76

Correlation Calculation t-value for correlation

$t \approx 3.91$

$p < 0.01$

Interpretation : Strong positive relationship.

Conclusion

Brand loyalty significantly increases repeat purchase behaviour. Consumers who trust a brand prefer to buy the same product again instead of switching. Loyal customers also show higher satisfaction and lower switching tendency.

Table 7: Overall Findings

Factor	Effect on Loyalty	Strength
Product Quality	Significant	Strong
Price	Significant	Strong
Packaging	Significant	Moderate
Loyalty → Repeat Purchase	Significant	Strong
Social Media	Significant	Moderate
Sustainability	Significant	Moderate

Final Interpretation

The analysis shows that brand loyalty in FMCG

5. Social Media Influence on Brand Perception

H₀: Social media reviews do not influence consumer perception.

H_a: Social media reviews significantly influence consumer perception.

Table 5 : ANOVA Table

Source	SS	df	MS	F	p
Between	9.76	3	3.25	3.94	0.009
Within	84.12	102	0.82	—	—
Total	93.88	105	—	—	—

Interpretation : Null hypothesis rejected.

Conclusion

Social media has a significant influence on brand perception. Many consumers check reviews and ratings before buying FMCG products. Online opinions help consumers feel more confident about their choices.

6. Sustainability and Consumer Attitude Toward Brands

H₀: Eco-friendly practices do not influence consumer perception.

H_a: Eco-friendly practices significantly influence consumer perception.

Table 6: Mean Values

Variable	Mean	Std. Deviation
Sustainability	3.83	0.85
Brand Perception	3.76	0.91

t-test

$t \approx 1.98$

$p \approx 0.048 (< 0.05)$

Interpretation : Null hypothesis rejected.

Conclusion

Eco-friendly practices have a significant but moderate influence on consumer perception. Consumers prefer sustainable brands, but quality and price are still the main factors in FMCG purchases.

Findings

products is influenced by both traditional and modern factors. Product quality, price, and brand

loyalty itself have the strongest effect on repeat purchase behaviour, while packaging, social media, and sustainability also play meaningful roles. These results confirm that companies must focus on quality, pricing strategy, and strong brand image to maintain long-term customer loyalty.

V.DISCUSSIONS

The findings of the study indicate that brand loyalty in the FMCG sector is strongly influenced by product quality, pricing, and brand trust. Consumers tend to remain loyal to brands that consistently deliver value and meet their expectations. The results also highlight that price sensitivity plays an important role, as many consumers consider switching brands when prices increase. In addition to traditional factors, modern influences such as social media and sustainability are gradually shaping consumer perceptions. However, their impact is comparatively moderate when compared to core factors like quality and trust. The study also confirms that brand loyalty significantly contributes to repeat purchase behaviour, especially in low-involvement FMCG products where habitual buying is common. Overall, the findings align with existing literature and emphasize the need for FMCG companies to maintain a balance between product value and evolving consumer expectations.

VI.FINDINGS, RECOMMENDATIONS & CONCLUSION

6.1 Findings of the study

The study found that brand loyalty in the FMCG sector is mainly influenced by product quality, reasonable pricing, attractive packaging, and strong brand trust. Consumers prefer brands that offer consistent performance and are easily available in stores. At the same time, modern factors like social media engagement, emotional connection, and eco-friendly practices also play an important role in shaping their choices. Overall, both traditional factors and modern marketing elements together influence how loyal consumers feel toward a brand and how likely they are to purchase the same brand again.

6.2 Implications of the study

Managerial Implications:

The findings suggest that companies operating in the FMCG sector should focus primarily on

maintaining high product quality, as it directly affects customer retention. Pricing strategies should also be carefully managed, as consumers are sensitive to price changes and may switch brands easily. Additionally, firms should actively engage with consumers through social media platforms to build stronger relationships and improve brand visibility.

Theoretical Implications

This study adds to existing knowledge by combining traditional factors such as quality and price with modern influences like digital engagement and sustainability. It shows that consumer behaviour in the FMCG sector is evolving, and theoretical models must consider both functional and emotional aspects of brand loyalty.

Practical Implications

From a practical perspective, businesses can use these findings to better understand consumer expectations and improve their marketing strategies. Emphasizing eco-friendly practices and transparent communication can help attract and retain modern consumers. The results can also assist marketers in designing campaigns that target specific consumer preferences.

6.3 Recommendations

FMCG companies should focus on improving basic things like product quality, price, and packaging. Good and consistent quality helps customers trust the brand, and reasonable pricing reduces switching to other brands. Attractive and easy-to-use packaging also makes customers choose the same brand again. Companies should make sure their products are always available in stores and online because if customers don't find a product, they quickly buy another brand. Being honest about ingredients and showing safe and ethical practices also helps build customer trust. Along with these traditional factors, companies need to use modern methods to keep customers loyal. They should stay active on social media, run engaging campaigns, and respond to customer feedback quickly. Emotional branding, influencer marketing, and sustainability practices like eco-friendly packaging make customers feel more connected to the brand. Companies can also offer loyalty programs, discounts, or personalized offers to encourage repeat purchases. By combining these strategies, FMCG brands can keep customers satisfied and

build long-term loyalty.

6.4 Conclusions

This study aimed to examine the factors affecting brand loyalty and its influence on repeat purchase behaviour in the FMCG sector. The results show that brand loyalty is influenced by a combination of key factors, with product quality and price being the most significant. While other elements such as packaging have a moderate effect, newer factors like social media influence and sustainability are gaining importance. The study also confirms that there is a strong relationship between brand loyalty and repeat purchase behaviour. Consumers who trust and prefer a particular brand are more likely to buy it repeatedly, which is beneficial for long-term business performance. In conclusion, FMCG companies need to adopt a balanced approach by focusing on product quality, competitive pricing, and modern marketing strategies. At the same time, increasing attention should be given to sustainability and digital engagement to meet the changing expectations of consumers.

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