

## Consumer Brand Loyalty and Repurchase Intention

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### ABSTRACT

FMGC products have a strong brand loyalty among consumers, with higher repurchase intention than the average mean score. Age, education, and income significantly affect brand equity, with age and income having no significant effects on brand loyalty. However, postgraduate education groups show significant differences in brand loyalty compared to high school and graduate level education groups. These findings highlight the importance of understanding consumer preferences and preferences in FMGC products.

**KEYWORDS:** brand loyalty, Emotional attachment, Repurchase intention.

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## 1. INTRODUCTION

Peiris, T. K. A., Jasingha, D., & Rathnasiri, M. S. H. (2024). The study provides valuable insights for green FMCG marketers in Sri Lanka, emphasizing consumer value perceptions to enhance the appeal of green household cleaning products. By strategically positioning green products, marketers can differentiate themselves in a growing market, understand consumer behavior better, and contribute to the existing literature, enabling targeted campaigns that resonate with consumers' values. The study on the impact of social media on consumer behavior in the FMCG sector is crucial, especially in India's rapidly evolving market. Key points include the impact of social media marketing, influencer marketing, consumer engagement, user-generated content, trends and adaptability, demographic variability, data privacy concerns, and emerging technologies like augmented reality and shoppable posts. By analyzing these aspects, the research can provide insights into the complex dynamics of consumer choices in the FMCG sector and highlight the critical role of social media in shaping modern purchasing behaviors. Nallasivam, A., Mahalakshmi, S., Keerthana, A. R., & Babu, T. M. (2024,) The study on social media's impact on consumer behavior in the FMCG sector is crucial, as it reveals how platforms like Facebook and Instagram shape consumer perceptions and preferences. It also explores consumer behavior dynamics, information search processes, trends, and economic significance. Understanding these factors can help marketers tailor their strategies, boost sales, and align with consumer expectations and societal trends, ultimately benefiting the FMCG sector.

## 2. THEORETICAL BACKGROUND

Chitra, (2024) The study highlights the importance of celebrity endorsements in the FMCG sector for brand managers. It emphasizes the importance of product quality over cost, consumer skepticism, word of mouth, ethical marketing, product launches, and long-term strategy. Celebrity endorsements can boost brand reputation and customer loyalty, but must be authentic and reflect genuine product benefits. In underdeveloped areas, word of mouth can be a powerful source of information. A positive public image

and consistent ethical behavior are crucial for building a sustainable brand. Puri, Y., Tewari, C. K., & Singh, R. (2024). The study on brand loyalty and sales promotions in the FMCG sector provides valuable insights for marketers and researchers. It distinguishes between brand-loyal customers and brand switchers, enabling better marketing strategies. The research uses a semi-structured questionnaire and a robust sample size, enhancing the reliability of the findings. The exploratory factor analysis (EFA) analysis reveals underlying patterns in consumer behavior. The study's practical implications guide promotional strategies, enhance brand loyalty initiatives, and inform policy decisions. Future research could explore additional variables or methodologies to further understand consumer behavior in the FMCG sector. The shampoo market is influenced by various factors, including the marketing mix, consumer preferences, competition, consumer research, and response strategies. The four Ps (product, price, promotion, and place) are crucial in shaping consumer choices. Understanding trends like sustainability and natural ingredients is essential. Brands must differentiate themselves through innovative formulations, unique branding, and targeted campaigns. Continuous consumer research and dynamic market response are also necessary to meet consumer needs and stand out in the market.

Vibhuti, A. K. T., & Pandey, V. (2014). The FMCG marketplace is undergoing significant changes due to digital technologies. These technologies enable customization of products and marketing messages, enhancing customer relationships. They also enable marketers to collect and analyze consumer data, enabling targeted marketing strategies. Consumer empowerment has increased, requiring brands to be more competitive and consumer-focused. The FMCG sector is expected to continue growing, with innovation becoming a competitive advantage. Government policies play a crucial role in fostering growth, and companies that prioritize adaptability and consumer-centric strategies will likely thrive. Prabhakar, (2024) The study highlights the importance of understanding customer expectations, satisfaction levels, and brand loyalty in the FMCG sector. It highlights the influence of user experience, promotional offers, recommendations, product quality, pricing, and desire for variety.

The findings reveal that 38.7% of personal care consumers switch brands, while 41.3% remain loyal to brands like Parachute. To retain customers and reduce brand switching, brands should focus on understanding consumer behavior, creating effective loyalty programs, and leveraging recommendations. This will help them navigate the competitive landscape and build stronger consumer relationships. Faganel, A., & Dessardo, M. (2024). This paper examines consumer awareness in fast-moving consumer goods (FMCG) using premiumization and eco-friendly products. It uses semi-structured interviews and questionnaire surveys to analyze the purchasing habits of a large international company's FMCG products, emphasizing the need for effective marketing strategies. Oyekunle, O. T., & Salome, I. O (2024) A study in Osun State, Nigeria, found that distribution has the strongest influence on consumer purchasing decisions for Fast Moving Consumer Goods (FMCG). The research, which involved a cross-sectional survey of 222 respondents, found that consumers prioritize accessibility and availability of FMCG. Price sensitivity was the second most important factor, suggesting consumers may be willing to pay more for convenience and availability. Product attributes were secondary, suggesting that traditional marketing tactics may not be as effective in this market context. The study suggests that businesses should optimize distribution channels, maintain a balanced marketing mix, and understand local consumer behaviors to create effective marketing strategies. Shahzad, A., & Munir, A. (2024). The effectiveness of these strategies varies based on product type, demographic characteristics, alignment with brand values, and consumer reactions. The shift towards digital marketing highlights the importance of online interactions in shaping consumer perceptions. The study suggests that brands should design promotional strategies that align with their core values, segment marketing approaches, invest in digital engagement, and monitor consumer sentiment to maintain a positive brand image.

### 3. STATISTICAL APPLICATION

One-way ANOVA tests the difference between the mean scores of more than two groups. In the study, ANOVA is used to test the hypotheses of difference in the level of impact by various socio-demographic variables age, level of education effect on production performance, marketing performance, and overall performance of SMEs in the study area. ANOVA analysis was used to find a significant

difference among the groups and Post Hoc (Duccan) Tests were conducted to see which group differs from the others.

#### 4. SAMPLE DESIGN AND SIZE

Present research employs a simple random sampling method which gives an equal probability each item of the population an equal chance sample unit. The present study uses a simple random sampling method. The present study collected 130 responses, but only 104 were used for analysis; the rest of the schedule was defective.

Hypotheses were framed based on previous research in this field and tested through ONEWAY ANOVA with DUCCAN post-HAC test. This part consists of nine hypotheses to study the demographic variables and effect of owners/managers of SMEs on production performance, marketing performance, and overall performance.

1. There is no significant difference between different age groups and brand loyalty to FMGC products

2. There is no significant difference between different age groups and brand loyalty to FMGC products

3. There is no significant difference between different age groups and brand loyalty to FMGC products

4. There is no significant difference between different education groups and emotional attachment to branded FMGC

5. There is no significant difference between different education groups and emotional attachment to branded FMGC

6. There is no significant difference between different education groups and emotional attachment to branded FMGC

7. There is no significant difference between different experience groups and repurchase intention

8. There is no significant difference between the different education experiences and repurchase intention

9. There is no significant difference between different experience groups and repurchase intention.

#### 5. RESULT AND INTERPRETATION

The descriptive statistics show that consumer repurchase intention is higher than this research's average mean score (3.45). In this analysis, consumer age (H1), education (H2), and income (H3) effect on brand equity was tested. The result is shown in the below table (**ANOVA with Duncan** Post Hoc test). One-way ANOVA suggests whether there is any significant difference in the mean scores of the exogenous variable across the groups. Post-hoc tests were done to notice where these differences occur (Pallant, 2007).

Table – 1: Dependent Variable: Brand loyalty

Source	Type III Sum of Squares	f	Mean Square	F	Sig.	Result
H1 Age	1.806		0.603	694	0.666	Supported

H2 Education	9.647		3.316	3.84	0.01	Not supported
H3 Experience	3.678		0.646	0.744	0.663	Supported

Source: Primary Data (SPSS output in annexure)

In this analysis, we consider Age, education, and income as the independent variable and brand loyalty to FMGC products as the dependent variable in this group analysis. Below the table illustrates H 1, H2, and H3 results. H1 and H3 were accepted at @ 5% which means that the age and income of the different group respondents haven't significantly different effects on FMGC products brand loyalty. Sign value age and income are 0.666 and 0.663 respectively which is calm above the required  $p > 05$  levels. In the case of education, the sign value (0.001) was below the required  $P > .05$ , so H 2 was rejected. Multigroup comparison explains that the postgraduate group significantly differs from the high school (including diplomas) and graduate level education groups as per brand loyalty is concerned

Table -2: Dependent Variable: emotional attachment to branded FMGC

Source	Type III Sum of Squares	f	Mean Square	F	Sig.	Result
H4 Age	12.75		4.287	3.84	0.01	Not supported
H5 Education	2.975		0.988	0.875	0.455	Supported
H6 Income	4.072		1.015	0.898	0.475	Supported

Source: Primary Data (SPSS output in annexure)

For hypotheses 4 to 6, the researcher takes age, education, and experience as the independent variable and emotional attachment to the FMGC brand as the dependent variable. Above the table demonstrates the results of H4, H5, and H6. H5 and H6 were accepted at @5% significance, meaning that there is no significant difference among respondents' various education and income groups on emotional attachment to FMGC brands. Sign value education and experience are 0.455 and 0.475, respectively, above the required  $p < .05$  level. In the test age influence, the sign value (.05) was below the required  $P > .05$ , so H4 was rejected. Duncan's Post – hoc tests multi-group assessment explains that middle-aged respondent groups (35-45) have more emotional attachment than other groups of respondents.

Table 3: Dependent Variable: repurchase intention

Source	Type III Sum of Squares	f	Mean Square	Sig.	Results
H7 Age	2.391		0.732	.55	supported
H8 Education	1.017		0.316	.4	supported
H9 Experience	2.174		0.554	.43	Not supported

Source: Primary Data (SPSS output in annexure)

In this analysis, (Table-4.12) we take age, education, and income as the independent variable and as repurchase intention the dependent variable and the results are illustrated in the above table. H8 and H7 are accepted at @5% significant which means that their no significant difference among various education groups. The sign value education group is 0.242 which is comfortably above-required  $p < .05$  level. In the case age effect, the sign value (0.001) was below the required  $P > .05$ , so H9 was rejected. Scheffe's Post – hoc tests multi-group comparison shows that age group 35-45 significantly from low-age group respondents in their concern repurchase intention. In the case experience effect, the sign value (0.004) was below the required  $P > .05$ , so H 9 was rejected.

## 6. CONCLUSION

The study examines the emotional attachment to FMGC brands among respondents based on age, education, and experience. Results show no significant differences among different education and income groups. Middle-aged respondents (35-45) have more emotional attachment than other groups. Age group 35-45 significantly differs from low-age respondents in their concern repurchase intention. However, the age effect was rejected due to a sign value below the required  $P > .05$  level. The experience effect was also rejected.

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