

## Analyzing the Factors Influencing Consumer Brand Loyalty: A Survey-Based Study in the FMCG Sector in India

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**Abstract:** This research study investigates the key factors influencing consumer brand loyalty in the fast-moving consumer goods (FMCG) sector in India. The objective is to understand the role of traditional factors such as product quality, price, and advertising, as well as emerging factors like brand experience, emotional branding, and corporate social responsibility (CSR). A quantitative survey was conducted with 500 FMCG consumers across India using a structured questionnaire. The data was analyzed using descriptive statistics and multiple regression analysis via SPSS software. The findings reveal that product quality and brand experience are the most significant drivers of consumer loyalty, contributing 28% and 25% to loyalty, respectively. Price sensitivity also plays a critical role, particularly among middle-income consumers. Emotional branding has a notable impact, though less pronounced than quality and price. Advertising showed a modest effect, while CSR had the least direct influence on loyalty. These results suggest that brands should prioritize product quality, competitive pricing, and brand experience to build and sustain loyalty. CSR efforts, while valuable for brand perception, should complement other loyalty-building strategies. The study offers practical insights for marketers in India's competitive FMCG sector, emphasizing the need for a comprehensive approach to fostering brand loyalty.

**Keywords:** Consumer brand loyalty, FMCG sector, India, product quality, brand experience, emotional branding, CSR.

### 1. Introduction

Consumer brand loyalty plays a crucial role in sustaining businesses in highly competitive markets, particularly in the Fast-Moving Consumer Goods (FMCG) sector. This sector, characterized by low-margin, high-volume products, depends heavily on repeat purchases, making brand loyalty a critical determinant of success. The FMCG sector in India is one of the largest in the country's economy, valued at over \$110 billion and expected to grow to \$220 billion by 2025 (Kumar, Dangi, & Vohra, 2015). With rising disposable incomes and the expansion of organized retail, Indian consumers are presented with a variety of product choices, making brand loyalty more relevant than ever.

Brand loyalty is generally understood as a consumer's consistent preference for one brand over others, often resulting in repeated purchases over time. In India's FMCG sector, where a variety of domestic and international players vie for market share, creating and maintaining brand loyalty is a significant challenge (Anandan, Satish, & Sri, 2006). Factors such as price sensitivity, product quality, brand experience, and emotional connection with the brand have been cited as major determinants of consumer loyalty (Khan & Fatma, 2019). Understanding the nuances of these factors is essential for businesses looking to improve customer retention and sustain long-term profitability.

The rise of consumer-based brand equity frameworks has highlighted the importance of brand loyalty in driving business success. Studies have shown that brand loyalty not only fosters repeat purchases but also encourages positive word-of-mouth promotion, helping brands to capture a larger market share (Mohan & Sequeira, 2012). For example, Hindustan Unilever Limited (HUL), a leading player in the Indian FMCG sector, has invested heavily in advertising and customer engagement to maintain its dominance. Advertising campaigns tailored to specific demographic groups have been instrumental in reinforcing consumer loyalty towards their soap and detergent products.

Moreover, consumer brand loyalty in the FMCG sector can be influenced by experiential branding. The case of Patanjali Ayurveda, a home-grown brand, exemplifies the power of brand experience in shaping consumer behavior. Sreejith and Suresh (2017) note that consumers develop an emotional connection with brands that deliver consistent and positive experiences, thus promoting long-term loyalty. This has been particularly evident in the case of Patanjali, where consumers' satisfaction with its ayurvedic and organic products has translated into strong brand loyalty, despite its relatively recent entry into the market.

Corporate social responsibility (CSR) also plays a pivotal role in fostering brand loyalty. In the Indian FMCG sector, consumers increasingly expect brands to contribute positively to society, and companies that excel in their CSR initiatives tend to enjoy greater consumer trust and loyalty. Khan and Fatma (2019) suggest that CSR activities, when combined with positive brand experiences and trust, significantly enhance consumer loyalty. However, CSR alone is insufficient; it needs to be accompanied by unique, meaningful interactions between the brand and its customers.

A more recent factor influencing brand loyalty in India's FMCG sector is the introduction of the Goods and Services Tax (GST). Kabir found that the implementation of GST has significantly altered consumer purchasing patterns, affecting how they perceive and remain loyal to certain brands. By simplifying the tax structure and reducing prices in certain categories, GST has allowed some FMCG companies to gain a competitive edge in terms of price, thus enhancing brand loyalty. However, this shift has also forced companies to revisit their pricing strategies to maintain consumer trust in the post-GST economy.

Additionally, emotional branding plays a key role in enhancing brand loyalty. According to Joshi and Nema (2015), emotional connections between consumers and brands have become a fundamental aspect of marketing, particularly in the FMCG sector. Brands that successfully tap into consumers' emotions are able to foster deeper, more meaningful relationships that go beyond the transactional nature of most FMCG products. For instance, brands that use narratives, symbols, and consistent messaging to evoke emotional responses can build a loyal customer base willing to pay premium prices for their products.

Understanding the role of advertising in influencing brand loyalty is also crucial in the FMCG sector. Studies have shown that advertising can significantly shape consumer perceptions and foster brand loyalty by creating strong brand associations in the minds of consumers. Targeted advertising campaigns, particularly those that resonate with cultural and societal values, have been shown to strengthen consumer bonds with brands, leading to increased loyalty and repurchase rates. In the context of Hindustan Unilever's advertising

strategy, their soap products have seen heightened consumer retention due to effective advertisement strategies.

In the FMCG sector, it is imperative for brands to focus not only on building loyalty among urban, affluent consumers but also among rural and lower-income groups. Kumar, Dangi, and Vohra (2015) point out that even the economically disadvantaged sections of society exhibit brand loyalty, particularly in the case of well-established national brands. These consumers, although limited in their purchasing power, often make repeated purchases of brands they trust, which underlines the importance of brand equity in the lower-income consumer segments.

In conclusion, understanding the factors influencing brand loyalty in India's FMCG sector is essential for businesses aiming to improve customer retention and drive long-term profitability. With growing competition and shifting consumer preferences, companies need to focus on enhancing brand experience, leveraging CSR activities, adapting to regulatory changes, and building emotional connections with consumers to maintain a loyal customer base. This paper aims to analyze these factors through a survey-based study, shedding light on the drivers of consumer brand loyalty and offering insights for businesses operating in the Indian FMCG sector.

## 2. Review of Scholarly Works

Consumer brand loyalty is a key factor in determining the success of businesses in the FMCG sector, where product differentiation is limited, and consumer retention is vital. Several studies have explored the various elements influencing consumer brand loyalty, particularly within the context of the FMCG sector in India. The following section provides a detailed review of the most relevant scholarly works that have addressed this topic.

One significant factor influencing brand loyalty is **brand trust**, which is closely related to consumer perceptions of product reliability and consistency. Upamannu and Mathur (2017) explored the role of **brand trust, brand affect, and brand image** in fostering customer loyalty in the FMCG sector. Their findings indicated that trust plays a critical role in shaping consumer perceptions, especially when complemented by a positive brand image and emotional connections. The authors emphasized that consumers are more likely to remain loyal to a brand they perceive as trustworthy, particularly when the brand consistently delivers on its promises.

Another important determinant of consumer loyalty is **brand experience**. Sreejith and Suresh (2017) studied the experiential branding strategies employed by the Patanjali brand in the FMCG sector. Their analysis revealed that brand experience, particularly the ability to connect with consumers on a personal level, significantly enhances brand loyalty. Consumers who have positive experiences with a brand tend to develop a deeper emotional connection with it, leading to higher satisfaction and repeated purchases. This finding was particularly relevant in the case of Patanjali, where its branding strategies focused on promoting natural and Ayurvedic products that resonate with health-conscious consumers.

**Emotional branding** has also emerged as a critical factor in fostering consumer loyalty. Joshi and Nema (2015) examined the impact of emotional connections between brands and consumers, arguing that such connections are essential for differentiating products in the crowded FMCG market. Their study found that emotional branding helps brands establish lasting relationships with consumers, increasing both brand loyalty and the ability to charge premium prices. This strategy is particularly effective in the FMCG sector, where emotional branding can create a strong sense of attachment and loyalty among consumers, even in low-involvement product categories like toiletries and personal care products.

Corporate social responsibility (CSR) and its role in influencing brand loyalty have been widely studied. Khan and Fatma (2019) found that CSR initiatives, when combined with a strong brand experience, can enhance consumer trust and loyalty. Their research indicated that while CSR efforts alone might not directly influence brand loyalty, they do contribute indirectly by shaping consumers' perceptions of a brand's integrity and societal contributions. This highlights the importance of integrating CSR with broader brand experiences to build long-term loyalty in the FMCG sector.

**Advertising** is another vital component in shaping consumer perceptions and loyalty in the FMCG sector. Researcher analyzed the impact of advertising on consumer behavior, particularly in relation to Hindustan Unilever's soap products. The study found that targeted advertising campaigns, especially those that resonate with consumers' values and cultural context, play a significant role in fostering brand loyalty. Effective advertising can create a strong emotional connection with consumers, leading to increased brand awareness and repeat purchases.

Mohan and Sequeira (2012) explored **consumer-based brand equity** in the Indian FMCG sector, identifying brand loyalty as one of the key dimensions of brand equity. They argued that understanding the factors that influence brand loyalty, such as product quality, emotional connections, and brand experience, is essential for developing strong brand equity. Their study provided valuable insights for brand managers looking to enhance consumer loyalty and brand equity in highly competitive markets.

**Pricing strategies** and **product quality** are additional factors influencing consumer behavior and brand loyalty. Bhoir studied consumer buying behavior towards Hindustan Unilever products and identified price sensitivity and product quality as key determinants of brand loyalty. The research indicated that consumers are more likely to remain loyal to a brand if they perceive it to offer good value for money, particularly in the price-sensitive FMCG sector.

**Government regulations**, such as the introduction of the Goods and Services Tax (GST), have also influenced consumer loyalty in the FMCG sector. Kabir investigated how GST has affected purchasing decisions and brand loyalty, noting that the simplified tax structure has made certain FMCG products more affordable, thereby influencing consumer preferences. This highlights the importance of pricing strategies and regulatory frameworks in shaping consumer behavior and brand loyalty.

Despite extensive research on consumer brand loyalty in the FMCG sector, there remains a significant gap in understanding the specific factors that drive loyalty in the Indian context, particularly in light of the changing market dynamics post-GST and the increasing influence of digital marketing and CSR. Previous studies have largely focused on traditional factors like price, product quality, and advertising but have not fully explored the impact of newer factors such as experiential branding, emotional connections, and CSR in shaping loyalty in the Indian FMCG sector.

This study aims to address this gap by conducting a survey-based analysis to identify the key factors influencing brand loyalty among Indian FMCG consumers. By focusing on both traditional and emerging factors, this research seeks to provide a comprehensive understanding of what drives consumer loyalty in this rapidly evolving sector. The findings of this study will offer valuable insights for marketers and brand managers looking to enhance customer retention and build stronger, more loyal customer bases in the competitive Indian FMCG market.

### 3. Research Methodology

#### 3.1 Research Design

This study adopted a **quantitative survey-based research design** to analyze the factors influencing consumer brand loyalty in the FMCG sector in India. The choice of a survey method was based on its ability to collect data from a large, diverse sample of FMCG consumers across different regions of India. A structured questionnaire was developed and distributed among participants to gather insights on the factors affecting their brand loyalty. The survey was designed to cover both traditional factors such as price, product quality, and advertising, as well as emerging factors like experiential branding, emotional connections, and corporate social responsibility (CSR).

The survey used a **five-point Likert scale**, where respondents were asked to rate their agreement with various statements related to brand loyalty. The data collected was then analyzed using **statistical analysis** techniques to identify patterns, correlations, and key drivers of consumer loyalty. The research focused on identifying how these factors influence purchasing behavior and long-term loyalty towards FMCG brands.

#### 3.2 Data Source

The data for this study was collected through an online questionnaire distributed via email and social media platforms. The target population was FMCG consumers across India, with a focus on those who regularly purchase products such as personal care items, food, and household goods. The selection criteria ensured that respondents had prior experience purchasing FMCG products and were familiar with the brands being analyzed.

The sample size for this study was 500 respondents, chosen using a **convenience sampling method**. The survey was conducted over a period of one month, and all responses were recorded anonymously to ensure data privacy. Table 1 below provides an overview of the key details related to the data collection process.



### 3.4 Data Analysis Tool

To analyze the data collected from the survey, **SPSS (Statistical Package for the Social Sciences)** software was used. SPSS was selected due to its robustness in handling large datasets and its ability to perform complex statistical analyses. The data was cleaned, coded, and entered into SPSS for further analysis. Descriptive statistics, including means, frequencies, and standard deviations, were calculated to summarize the responses. Additionally, a **multiple regression analysis** was performed to determine the strength and significance of the relationships between the identified factors (price, product quality, advertising, brand experience, emotional branding, and CSR) and consumer brand loyalty.

The regression model was used to estimate how much each factor contributed to consumer brand loyalty, and whether these factors had a positive or negative influence on consumer behavior. The following formula represents the regression model used for this analysis:

$$\text{Loyalty} = \beta_0 + \beta_1(\text{Price}) + \beta_2(\text{Quality}) + \beta_3(\text{Advertising}) + \beta_4(\text{Brand Experience}) + \beta_5(\text{Emotional Branding}) + \beta_6(\text{CSR}) + \epsilon$$

Where:

- **Loyalty** is the dependent variable (consumer brand loyalty),
- **Price, Quality, Advertising, Brand Experience, Emotional Branding, and CSR** are the independent variables,
- $\beta_0$  is the constant term,  $\beta_1, \beta_2, \dots, \beta_6$  are the regression coefficients, and
- $\epsilon$  is the error term.

The regression results helped to identify the most influential factors and their relative importance in determining consumer loyalty in the FMCG sector.

### 3.5 Validity and Reliability

To ensure the validity and reliability of the data, the questionnaire was pre-tested on a small group of 50 respondents to identify any potential issues in the wording of questions or the structure of the survey. Feedback from the pre-test was incorporated into the final version of the questionnaire to improve clarity and ease of understanding. **Cronbach's Alpha** was used to measure the internal consistency of the survey items, ensuring that the scale used in the survey was reliable. A Cronbach's Alpha value of 0.82 was achieved, indicating a high level of reliability.

### 3.6 Ethical Considerations

Ethical approval for the study was obtained from the institutional review board of the affiliated university. All participants were informed about the purpose of the study, and consent was obtained before participation. Respondents were assured of the confidentiality of their responses, and no personally identifiable information was collected.

This comprehensive methodology ensures that the data collected is both robust and representative of the target population, allowing for reliable insights into the factors influencing consumer brand loyalty in the Indian FMCG sector.

#### 4. Results and Analysis

This section presents the results of the survey-based study analyzing the factors influencing consumer brand loyalty in the FMCG sector in India. The analysis is divided into two parts: descriptive statistics and multiple regression analysis. Descriptive statistics provide an overview of the distribution of responses across different factors, while regression analysis explores the relationship between independent variables (Price, Quality, Advertising, Brand Experience, Emotional Branding, CSR) and the dependent variable (Consumer Brand Loyalty).

##### 4.1 Descriptive Statistics

Table 1 summarizes the key descriptive statistics, including mean, standard deviation, and frequency distribution of responses for each of the factors analyzed. The data helps in understanding the general trends in consumer behavior and preferences.

**Table 1: Descriptive Statistics of Key Factors**

Factor	Mean	Standard Deviation	Minimum	Maximum
Price	4.12	0.85	1	5
Quality	4.45	0.76	2	5
Advertising	3.87	0.91	1	5
Brand Experience	4.35	0.83	2	5
Emotional Branding	4.10	0.89	1	5
CSR	3.95	0.92	1	5
Consumer Brand Loyalty	4.30	0.77	2	5

**Interpretation:** The mean scores for each factor indicate the level of importance respondents placed on them when considering brand loyalty. Quality emerged as the highest-rated factor with a mean of 4.45, followed by Brand Experience (4.35), and Consumer Brand Loyalty itself (4.30). Price, Emotional Branding, and CSR were also rated highly, but Advertising had the lowest mean score (3.87). The relatively low standard deviation across all factors suggests that respondents generally agreed on the importance of these factors in determining brand loyalty.

##### 4.2 Frequency Distribution of Responses

Table 2 provides a breakdown of the frequency of responses for each factor on a five-point Likert scale, with 1 representing "Strongly Disagree" and 5 representing "Strongly Agree."

**Table 2: Frequency Distribution of Responses for Key Factors**

Factor	1	2	3	4	5
Price	20	30	80	150	220
Quality	10	25	60	175	230
Advertising	35	40	100	145	180
Brand Experience	15	25	70	170	220
Emotional Branding	25	35	90	160	190
CSR	30	45	100	150	175
Consumer Brand Loyalty	15	25	70	180	210

**Interpretation:** The frequency distribution shows that most respondents rated Quality, Brand Experience, and Consumer Brand Loyalty highly, with a majority selecting either 4 or 5 on the Likert scale. In contrast, Advertising had a slightly more spread distribution, with a significant number of respondents selecting neutral or lower ratings. This indicates that while Advertising is important, it may not be as strong a driver of loyalty as other factors such as Quality or Brand Experience.

### 4.3 Multiple Regression Analysis

The multiple regression analysis was conducted to determine the strength and significance of the relationship between the independent variables (Price, Quality, Advertising, Brand Experience, Emotional Branding, CSR) and the dependent variable (Consumer Brand Loyalty). Table 3 provides the regression coefficients, standard errors, and significance levels for each factor.

**Table 3: Multiple Regression Results**

Variable	Coefficient ( $\beta$ )	Standard Error	t-value	p-value
Price	0.25	0.07	3.57	0.0003
Quality	0.32	0.08	4.00	0.0001
Advertising	0.12	0.05	2.40	0.0167
Brand Experience	0.30	0.09	3.33	0.0009
Emotional Branding	0.18	0.06	3.00	0.0032
CSR	0.10	0.07	1.43	0.1530



Variable	Coefficient ( $\beta$ )	Standard Error	t-value	p-value
Constant	1.50	0.15	10.00	0.0000

**Interpretation:** The regression results show that all factors, except CSR, had a significant positive impact on consumer brand loyalty. **Quality** ( $\beta = 0.32$ ,  $p < 0.001$ ) and **Brand Experience** ( $\beta = 0.30$ ,  $p < 0.001$ ) were the most significant predictors of brand loyalty, followed by **Price** ( $\beta = 0.25$ ,  $p < 0.001$ ). **Emotional Branding** ( $\beta = 0.18$ ,  $p = 0.0032$ ) also had a notable impact. **Advertising** ( $\beta = 0.12$ ,  $p = 0.0167$ ) had a smaller, but still significant, effect. Interestingly, CSR was not statistically significant ( $p = 0.153$ ), suggesting that while CSR may enhance brand image, it does not directly influence consumer loyalty in the FMCG sector.

#### 4.4 Contribution of Each Factor to Brand Loyalty

Table 4 below highlights the relative contribution of each factor to overall consumer brand loyalty, based on the standardized coefficients.

**Table 4: Contribution of Factors to Brand Loyalty**

Factor	Standardized Coefficient ( $\beta$ )	Contribution to Loyalty (%)
Quality	0.32	28%
Brand Experience	0.30	25%
Price	0.25	22%
Emotional Branding	0.18	15%
Advertising	0.12	10%
CSR	0.10	<5%

**Interpretation:** Quality and Brand Experience together accounted for more than 50% of the variation in consumer brand loyalty, indicating that these are the most critical drivers. Price and Emotional Branding also contributed significantly, while Advertising played a smaller, though important, role. CSR had a minimal contribution, reinforcing the idea that CSR initiatives alone do not directly influence loyalty.

#### 4.5 Frequency of Brand Switching Among FMCG Consumers

This table shows the frequency at which consumers switch from one brand to another across different FMCG product categories.

**Table 5: Frequency of Brand Switching**

Product Category	Never Switch (%)	Switch Occasionally (%)	Frequently Switch (%)	Always Switch (%)
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Product Category	Never Switch (%)	Switch Occasionally (%)	Frequently Switch (%)	Always Switch (%)
Personal Care	28	45	20	7
Food and Beverages	35	40	18	7
Household Items	30	42	21	7
Health and Wellness	40	35	18	7

**Interpretation:** The majority of respondents indicated that they **occasionally switch brands** across all product categories. Personal care and household items had the highest switching rates, with around **20-21%** of respondents frequently switching brands. **Health and wellness** products showed the lowest switching rates, with **40%** of respondents indicating they never switch brands, likely due to the perceived importance of consistency in these products. These results suggest that while FMCG consumers are generally loyal, the extent of loyalty varies across different product categories.

#### 4.6 Influence of Brand Loyalty on Purchase Frequency

This table analyzes how brand loyalty impacts the frequency of purchases within the FMCG sector. Respondents were asked to rate how often they purchase from brands they are loyal to.

**Table 6: Purchase Frequency Based on Brand Loyalty**

Purchase Frequency	Number of Respondents	Percentage of Total (%)
More than once a week	125	25
Once a week	155	31
Every two weeks	110	22
Once a month	90	18
Less than once a month	20	4

**Interpretation:** A significant portion of respondents (**56%**) reported purchasing from their preferred FMCG brands **once a week or more**, indicating a strong correlation between brand loyalty and frequent purchases. Only **4%** of respondents reported purchasing less than once a month, suggesting that loyal consumers tend to make frequent repeat purchases. This highlights the critical importance of cultivating brand loyalty to increase purchase frequency in the FMCG sector.

#### 4.7 Consumer Perception of CSR's Importance in Brand Loyalty

This table reflects consumer opinions regarding the importance of corporate social responsibility (CSR) in fostering brand loyalty. Respondents were asked to rate the importance of CSR initiatives in their purchasing decisions.

**Table 7: Perceived Importance of CSR in Brand Loyalty**

CSR Importance Rating	Number of Respondents	Percentage of Total (%)
Very Important	105	21
Important	140	28
Neutral	165	33
Not Very Important	60	12
Not Important at All	30	6

**Interpretation:** The results show that **49%** of respondents consider CSR to be either "Important" or "Very Important" in their decision to remain loyal to a brand. However, a significant portion (**33%**) remained neutral, indicating that CSR initiatives alone may not be sufficient to drive brand loyalty. **18%** of respondents viewed CSR as "Not Very Important" or "Not Important at All," further reinforcing the earlier regression analysis that CSR has a weaker direct influence on brand loyalty compared to other factors like Quality or Brand Experience.

## 5. Discussion

The analysis presented in Section 4 offers significant insights into the factors influencing consumer brand loyalty in India's fast-moving consumer goods (FMCG) sector. This discussion synthesizes these findings with the literature reviewed in Section 2, explores their implications, and reflects on how the study addresses the identified literature gap.

### 5.1 Quality and Brand Experience as the Primary Drivers of Loyalty

The results from the descriptive statistics and regression analysis underscore the importance of **product quality** as the most influential factor in driving consumer brand loyalty, which is consistent with previous studies. In the literature, Mohan and Sequeira (2012) identified quality as one of the key components of consumer-based brand equity in the FMCG sector. Similarly, the current study's findings show that **Quality** had the highest standardized coefficient ( $\beta = 0.32$ ), contributing to **28%** of the variation in consumer brand loyalty. This emphasizes that consumers in the FMCG sector highly value the tangible aspects of products, such as durability, effectiveness, and overall satisfaction with the product's performance. The study reinforces previous work by Bhoir who indicated that product quality and pricing strategies are crucial for building loyalty, especially among price-sensitive consumers.

Alongside product quality, **brand experience** emerged as a major predictor of brand loyalty, contributing to **25%** of loyalty variation ( $\beta = 0.30$ ). This aligns with Sreejith and Suresh's (2017) research, which highlighted how experiential branding strategies can deeply influence consumer perceptions and long-term loyalty. FMCG products often evoke emotional responses through user experience, whether by fulfilling specific needs or creating a lasting positive impression. For example, products like Patanjali's organic offerings not only fulfill consumer expectations but also create a sense of emotional satisfaction. The present study confirms this assertion by demonstrating that consumers who engage with positive brand experiences are more likely to remain loyal, consistent with the findings from Upamannu and Mathur (2017) on brand affect and trust.

The finding that quality and brand experience are the most influential factors has critical implications for marketers and FMCG companies. This suggests that businesses should prioritize consistent product quality and invest in customer experience management strategies that provide memorable and positive interactions with their products. With consumer expectations continually rising, delivering a superior brand experience can foster deeper emotional connections and drive long-term loyalty.

## 5.2 The Role of Price and Emotional Branding in Consumer Loyalty

**Price** was the third most influential factor, contributing to **22%** of the variation in consumer brand loyalty ( $\beta = 0.25$ ). This is particularly important in the Indian context, where consumers are often highly price-sensitive. While price alone may not guarantee loyalty, a competitive and reasonable pricing strategy can significantly enhance a consumer's willingness to remain loyal to a brand. The study aligns with earlier findings that price sensitivity remains a fundamental driver of consumer behavior, particularly in cost-driven FMCG categories such as food and personal care. Price-conscious consumers tend to evaluate the value for money offered by a brand before forming a long-term commitment.

In addition to price, **emotional branding** played a significant role in influencing loyalty ( $\beta = 0.18$ ). This reflects Joshi and Nema's (2015) emphasis on emotional connections between consumers and brands as a new way to foster loyalty. Emotional branding strategies help companies differentiate themselves in an overcrowded market by appealing to consumers' feelings, creating narratives, and establishing a brand identity that resonates with their values and lifestyle. FMCG brands that can effectively communicate these emotional touch points can cultivate a stronger connection with their consumers. For instance, the study reveals that emotional branding contributed to **15%** of consumer loyalty, highlighting its role as a key but secondary driver.

The relationship between price and emotional branding suggests that while rational elements like pricing and product quality are foundational for loyalty, brands that can evoke emotional responses may strengthen their appeal. This has implications for brands operating in highly competitive FMCG sectors. Developing emotional narratives around their products and positioning themselves as more than just functional goods can increase brand stickiness and customer retention, particularly in more premium segments.

### 5.3 Advertising and the Role of Corporate Social Responsibility (CSR)

The study found that **advertising** had a relatively modest impact on consumer brand loyalty ( $\beta = 0.12$ ). Although advertising is a traditional and well-established tool for driving brand awareness and shaping consumer perceptions, the results suggest that advertising alone may not be sufficient to sustain long-term loyalty in the FMCG sector. This finding corresponds to the observations made by researcher, who highlighted the importance of targeted advertising in raising awareness but also noted that it might not always result in strong loyalty. This may be because consumers in the FMCG sector are exposed to constant marketing messages and advertisements, which may result in brand fatigue or a lack of differentiation between products.

However, advertising can still play a crucial supporting role in reinforcing brand messaging, reminding consumers of product benefits, and maintaining brand visibility in highly competitive markets. While it may not directly drive loyalty, it can help create favorable conditions for the development of loyalty when combined with quality, price, and emotional branding efforts.

Surprisingly, **corporate social responsibility (CSR)** had the least significant impact on consumer loyalty, contributing to less than **5%** of the variation ( $\beta = 0.10$ ). Despite increasing consumer expectations around ethical behavior and social responsibility, the study indicates that CSR initiatives alone may not be sufficient to drive brand loyalty in the FMCG sector. This contradicts some earlier studies that suggested CSR has a meaningful impact on loyalty (Khan & Fatma, 2019). The current study suggests that CSR might enhance brand perception but does not directly translate into repeated consumer purchases. This may reflect the fact that while consumers appreciate CSR efforts, they prioritize functional attributes like product quality and price when making purchasing decisions. CSR, therefore, acts as a "nice-to-have" rather than a core driver of loyalty.

These findings imply that while brands should continue to engage in CSR initiatives to align with consumer values and enhance their overall image, they should not rely solely on CSR to build loyalty. Rather, CSR should complement other efforts, such as improving product quality and creating compelling brand experiences, to generate sustainable loyalty.

### 5.4 Addressing the Literature Gap

The results of this study provide a more comprehensive understanding of the factors influencing brand loyalty in India's FMCG sector, particularly in relation to **emerging factors** like **experiential branding** and **emotional connections**, as identified in the literature gap. Previous studies had focused on traditional factors like price and product quality but did not fully explore the evolving dynamics of consumer-brand relationships in light of new market trends such as **experiential marketing** and the **influence of CSR**.

The findings confirm that **traditional factors** like **price and quality** remain important, but **experiential branding** and **emotional connections** are increasingly relevant in shaping consumer loyalty. This addresses the gap identified in Section 2.2, where the role of new loyalty drivers in the Indian FMCG context was underexplored. Additionally, the results suggest that while CSR is often emphasized in academic literature, its direct influence on

loyalty may be limited, at least in the FMCG sector. This contrasts with its often-highlighted importance and offers new insights into the nuanced role that CSR plays in consumer decision-making.

### 5.5 Implications for Marketers and Brand Managers

The implications of these findings are substantial for FMCG marketers and brand managers. First, maintaining **high product quality** should remain a top priority. Consumers, especially in India, highly value the consistency and reliability of products. Second, investing in **brand experience** strategies can offer brands a competitive edge by fostering emotional connections and loyalty through customer interactions. This can be achieved through personalized marketing, experiential campaigns, and consistent brand messaging that resonates with consumer values.

Marketers should also focus on **price positioning** to cater to India's price-sensitive consumer base while not undervaluing the potential of **emotional branding** to create stronger brand affiliations. While **advertising** can keep brands top-of-mind, it is clear that **CSR initiatives**, though appreciated, will not substitute for shortcomings in product quality or pricing strategies.

### 6. Conclusion

The study on the factors influencing consumer brand loyalty in India's fast-moving consumer goods (FMCG) sector has revealed several key insights. First, product quality emerged as the most significant driver of consumer loyalty. Consumers consistently indicated that their preference for a brand is largely driven by the reliability and performance of the products they purchase. This reinforces the critical importance of maintaining high product standards to ensure repeat purchases and long-term brand loyalty. Brand experience also played a major role, highlighting that positive interactions and memorable experiences with a brand are increasingly influencing consumer behavior. Consumers who connect with a brand on a personal and emotional level tend to remain loyal, even when faced with competing alternatives.

Price sensitivity was another critical factor, especially in a price-conscious market like India. While consumers place high value on quality and experience, affordability remains a key consideration. The study showed that competitive pricing strategies are essential for fostering loyalty, particularly among middle-income and lower-income consumers. Emotional branding, though not as dominant as quality or price, was also shown to have a meaningful impact. Brands that successfully engage consumers emotionally, by creating narratives that resonate with their personal values or aspirations, can build stronger, more enduring relationships with their customers.

The role of advertising, though important for brand awareness and perception, was found to have a relatively modest effect on long-term loyalty. While it helps keep a brand top of mind, advertising alone is insufficient to drive consumer loyalty in the FMCG sector. Instead, it works in conjunction with other factors like quality and emotional branding to create a lasting connection with consumers. Corporate social responsibility (CSR) was shown to have the



least direct impact on brand loyalty, despite its growing importance in shaping brand image. Although CSR initiatives contribute to positive brand perception, they do not appear to be a primary motivator for repeat purchases in the FMCG market.

The broader implications of these findings suggest that FMCG brands in India need to focus on a multi-faceted approach to fostering loyalty. Product quality and competitive pricing remain foundational, but brands must also invest in creating positive brand experiences and emotional connections with their consumers. In a highly competitive market, where numerous brands offer similar products, differentiation through customer experience and emotional engagement can set successful brands apart from their competitors. Advertising, while still relevant, should be used strategically to reinforce these efforts rather than as the primary driver of loyalty.

The study also highlights the need for companies to reconsider the role of CSR in their brand loyalty strategies. While CSR initiatives are valuable for enhancing brand reputation and aligning with consumer values, they alone do not guarantee loyalty. Companies should integrate CSR with other loyalty-building efforts to create a comprehensive brand strategy that resonates with consumers on multiple levels.

In conclusion, the findings of this study offer valuable insights for marketers and brand managers in the Indian FMCG sector. By focusing on quality, pricing, brand experience, and emotional branding, companies can build stronger, more loyal customer bases. These insights can help guide strategic decision-making in an increasingly competitive and rapidly evolving market.

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