International Journal of Multidisciplinary
Research in Science, Engineering and Technology

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)

A Study on Brand Loyalty Towards FMCG

Dr. K.S. Usman Mohideen, **Dharini C, Bharathraj M**

Associate Professor, Sri Sairam Institute of Management Studies, Sri Sairam Engineering College, Chennai, India

Scholar, Sri Sairam Institute of Management Studies, Sri Sairam Engineering College, Chennai, India

Scholar, Sri Sairam Institute of Management Studies, Sri Sairam Engineering College, Chennai, India

ABSTRACT: This research investigates brand loyalty within the fast-moving consumer goods (FMCG) industry, focusing on key factors such as product quality, brand reputation, marketing efforts, customer satisfaction, perceived value, and demographic influences. Given the market's competitive nature, understanding what drives or limits loyalty is crucial for marketers. A quantitative approach using structured questionnaires was employed to gather data from FMCG users. Correlation analysis was used to examine the strength and direction of relationships between these variables and brand loyalty. The findings aim to help FMCG companies develop effective branding strategies, enhance customer retention, and achieve a long-term competitive advantage. This study contributes valuable insights to the fields of consumer behavior and brand management.

KEYWORDS; Brand Loyalty, Product Quality, Brand reputation, Consumer Behaviour, Brand Management.

I. INTRODUCTION

Fast-moving consumer goods (FMCG) are products sold quickly at low prices. In India, the FMCG sector has grown rapidly due to rising consumer demand, increased brand awareness, and higher prices for essentials. It is the country's fourth-largest industry, with personal care and household products making up nearly half of FMCG sales and significantly contributing to GDP.Branding is essential in FMCG, helping products stand out through names, logos, and unique features. Brand loyalty—the habit of customers repeatedly buying the same brand—is vital for FMCG companies. Brand loyalty is driven by rational factors such as price, quality, convenience, and availability, and emotional factors like trust, nostalgia, and brand identity. Digital technology and social media have changed how brands engage consumers, offering personalized experiences but also raising expectations and risks of negative publicity spreading quickly.Consumer behavior varies; some purchases are habitual or emotional, while others depend on convenience or peer influence. Understanding these motivations helps companies create loyalty strategies using tools like loyalty cards, personalized promotions, and consistent branding. Combining traditional and modern methods strengthens long-term brand-consumer relationships.

II. REVIEW OF LITERATURE

Divyaprakash Pandey, Bharti Shukla, and Anumita Agarwal (2022) They examined how brand equity components such as brand awareness, association, and loyalty contribute to FMCG success. Using regression analysis on consumer data, the study found that increased brand trust and satisfaction strongly enhance brand loyalty, emphasizing the interconnectedness of these brand-centric factors in the Indian FMCG market.

Helen and Darling Selvi (2022) Their survey analyzed consumer behavior towards FMCGs, revealing that factors such as location, product type, price, and promotional strategies strongly influence purchasing decisions. The study emphasized that brand recognition plays a pivotal role in driving sales, and understanding consumer psychological and physiological states helps tailor effective marketing strategies.

Waqar Ali and Amina Mehmood (2023) This research focused on psychological, sociocultural, and marketing-related factors affecting brand loyalty in FMCG, alongside the growing role of digitalization. The authors argue that brands must provide consistent value, build trust, and foster emotional connections with consumers through deeper engagement to maintain and grow loyalty in the digital age.

Mrinal Kanti Das, Soumya Mukherjee, and Dipak Saha (2023) Investigating FMCG brand loyalty during the pandemic, the study highlighted critical factors like pack size, product availability, advertising, and celebrity endorsements. It also noted that consumers gravitated toward brands offering authenticity and reliable experiences amid uncertainty, suggesting that brands adapting to changing consumer expectations during crises build stronger loyalty.

Anjali Sharma and Sandeep Kumar (2023) Their research explored how cultural factors—such as traditions, values, beliefs, and social norms—impact brand loyalty in FMCG. They found that brands aligning their messaging and products with local cultural values are more successful in creating emotional connections and long-lasting consumer loyalty, underlining the importance of culturally sensitive marketing.

Vikas Sharma and Ritu Gupta (2024) This study demonstrated that service quality is a vital contributor to brand loyalty in FMCG. High-quality services—like prompt delivery, responsive customer support, and effective problem resolution—help form strong bonds between consumers and brands, enhancing loyalty and encouraging repeat purchases in a competitive market.

NEED OF THE STUDY

Studying brand loyalty in FMCG helps companies understand consumer preferences and improve products to meet customer needs effectively. Loyal customers contribute to increased sales and long-term growth through repeat purchases, reducing the cost of acquiring new customers. In a competitive market, brand loyalty provides a crucial advantage by encouraging customers to stay with a brand despite similar alternatives. It also aids smarter decision-making in product design, pricing, and marketing strategies. Additionally, adapting to changing trends and digital influences through loyalty insights keeps brands relevant and strengthens consumer relationships, ensuring sustained success.

PRIMARY OBJECTIVE:

● To analyse the factors influencing brand loyalty towards FMCG brands.

SECONDARY OBJECTIVE:

☐ To explore how demographic factors such as age, gender, and frequency of purchase influence brand loyalty towards FMCG.
☐ To examine consumer awareness and usage patterns of products across different FMCG categories.
☐ To examine the role of product quality in fostering brand loyalty among FMCG consumers.
☐ To ascertain the satisfaction level with regard to FMCG brands.

SCOPE OF THE STUDY

The study will analyze factors influencing consumer loyalty toward FMCG brands, including product quality, pricing, advertising, and emotional connection. It aims to identify patterns in customer behavior driving repeat purchases. A comparison of various FMCG brands across categories like food, personal care, and household items will highlight differences in loyalty between established and emerging brands. Finally, the study will provide cross-demographic insights by assessing loyalty variations based on age, gender, income, and location.

RESEARCH DESIGN This study adopts a descriptive research design to capture a comprehensive view of on brand loyalty towards FMCG will adopt a mixed-method approach, combining both quantitative and qualitative methods to provide a comprehensive understanding of the phenomenon.

DATA COLLECTION In this study both primary and secondary data are used

Primary data: The primary data is collect through these questionnaire serve as a cornerstone of the study's analysis, capturing the wide range of perspective and experience.

Secondary data: In addition to primary data, secondary sources such as magazines, books and websites are consulted. These sources complement the primary data by providing additional information and background context related to e grocery buying behavior.

QUESTIONNARE

The primary data was collected using a structured questionnaire. The structured questionnaires that were framed and designed consists of

- Likert 5 point scale
- Multiple choice question
- Ranking question

SAMPLE SIZE

The sample design for this study targets consumers who use FMCG products from ITC and HUL brands. The primary research objective is to examine brand loyalty towards these FMCG products. A combination of random and convenient sampling methods will be employed to select participants, with a total sample size of 78 respondents. This approach ensures a diverse yet accessible group of consumers for the study.

IV. TOOLS USED FOR SAMPLING

KRUSKAL-WALLIS H TEST The Kruskal-Wallis H Test is a non-parametric statistical test used to determine whether there are significant differences between the medians of three or more independent groups. It is especially useful when the data is ordinal or not normally distributed. In this study, it was applied to test educational qualification and whether products are valuable for money.

U-TEST (MANN-WHITNEY U TEST)

The Mann-Whitney U Test is a non-parametric test for assessing whether two independent groups differ significantly in terms of a particular variable. It is an alternative to the independent samples t-test when the data is not normally distributed. Here, it was used to examine gender and satisfaction level with HUL products.

STATISTICAL ANALYSIS
KRUSKAL – WALLIS H Test

To find H test between educational qualification and brand products are valuable for money.

HYPOTHESIS

NULL HYPOTHESIS (H_O)**:** There is no significant relation between qualification and value for money.
ALTERNATIVE HYPOTHESIS (H_1): There is significant relation between qualification and value for money.

TABLE SHOWING H TEST BETWEEN QUALIFICATION AND VALUE FOR MONEY

Qualification		N	Mean Rank
Valuable	1	13	46.31
	2	11	29.95
	3	22	41.16
	4	32	38.88
	Total	78	

TEST STATISTICS

	Valuable
Chi-Square	3.465
df	3
Asymp. Sig	.325

INTERPRETATION

From the above table, H_o is accepted and H_1 is rejected as the significant value of value for money score is 0.325 which is greater than 0.05. So, there is no significant relation between qualification and value for money.

MANN-WHITNEY U TEST.
To find relationship between gender and satisfaction with HUL products

HYPOTHESIS
NULL HYPOTHESIS(H_0): There is no significant difference in gender and satisfaction with HUL products.
ALTERNATIVE HYPOTHESIS(H_1): There is significant difference in gender and satisfaction with HUL products

TABLE SHOWING MANN-WHITNEY U TEST BETWEEN GENDER ABD SARISICATION LEVEL WITH HUL PRODUCTS.

Test Statistics

	Satisfication
Mann-Whitney U	736.500
Wilcoxon W	1402.500
Z	-.201
Asymp. Sig (2-tailed)	.841

INTERPRETATION
The Mann-Whitney U test result shows a p value of 0.841, which is greater than the significance level of 0.05. Therefore, we accept the null hypothesis and reject alternative hypothesis.

FINDINGS
- Most respondents (31%) are aged 45–54, 53.8% are female, and 41% hold a professional degree.
- 57.7% are aware of both HUL and ITC brands; individual awareness is higher for HUL (30.8%) than ITC (11.5%).
- 25.6% purchase FMCG products more than 3 times a week; most have been using them for 7–12 months (30.8%).
- Statistical tests show no significant relationship between income, education, or gender and brand loyalty indicators.

SUGGESTIONS
☐ The survey reflects a mature, educated, and semi-urban consumer base, with most respondents aged 45–54, holding professional degrees, and earning ₹75,001–₹100,000 monthly.
☐ Brand awareness for both HUL and ITC is high, but ITC has more regular users (41%) despite facing a high switching rate (66.7%).
☐ Online searches and word-of-mouth are the top sources of brand discovery, indicating the importance of digital visibility and personal recommendations.
☐ Key desired product improvements include improved taste/flavor and more natural ingredients (24.5% each).

V. CONCLUSION

This study reveals a consumer base that is primarily mature, well-educated, and residing in semi-urban areas, with a notable segment of higher earners. While both ITC and HUL enjoy high brand awareness, customer retention presents a significant challenge, particularly for ITC given the high rate of switching from its brand. Despite generally positive satisfaction and perceived value for money, consumer purchasing decisions are predominantly influenced by advertising, brand reputation, and availability, rather than solely by price or core product quality. This suggests that a successful strategy hinges on robust promotional efforts, maintaining a strong brand image, ensuring wide accessibility, and continuously adapting products to meet evolving consumer desires for improvements like taste and natural ingredients. Furthermore, the findings on brand awareness and usage patterns provide clear pathways for targeted marketing and product positioning to effectively capture and retain market share within this specific consumer demographic.

REFERENCES

1. Joshi, A., & Nema, G. (2015). Emotional branding: A new way to create brand loyalty for FMCG companies. Journal of Marketing and Value Engineering, 5(2).

2. Kumar, V., & Shah, D. (2004). Building and sustaining customer loyalty for the new economy. Journal of Marketing, 68(4), 1-14.

3. Kulawardena, L. K. R. D., & Kalpana, R. A. S. (2024). The effects of social media advertising on consumers' brand loyalty: With special reference to the apparel retailers. Asian Journal of Economics, Business and Accounting, 24(2), 37-51.

4. Usman Mohideen K S, Suresh R, Comparative Study on Consumer Satisfaction Towards Select Branded Quick Service Outlets with Special Reference to Chennai City, International Journal of Engineering & Management Research, Vol-6, Issue-6 November - December 2016. pp: 81 – 86,

5. Suresh, R., & Pooja, S. (2024). Evaluating the impact of brand equity on stock market valuation: A cross-industry analysis of global brands. International Journal of Multidisciplinary Trends, 6(12), 137–143. https://doi.org/10.22271/multi.2024.v6.i12b.549

6. Selvakumar, V., Dhayalan, V., Sivagami, & Venkatesh, P. (2024, July). A study on effect of branding on customer buying behaviour with reference to Vellore. In AIP Conference Proceedings (Vol. 2965, No. 1, p. 060012). AIP Publishing LLC.

7. Usman Mohideen KS, Sindhu RU. A study on customer attitude towards multi brand retail. Int J Literacy Educ 2024;4(2):270-275. DOI: 10.22271/27891607.2024.v4.i2d.237

8. Balamurugan, J., & Jeyalakshmi, R. (n.d.). A study on exploring the role of neuromarketing in enhancing brand loyalty with reference to Bikerz Yamaha. Transtellar. (Year: 2022)

9. K.Murugan, A Study on NRI's Attitude towards Real Estate Industry in India" ISSN :1943-023X,15-Special Issue, PP 697-700, November 2017.

10. V. Muthukumar, Study on consumer buying behavior towards e-commerce, ISSN: 0972-0766, Vol. XCIX, No.03, 2023, P-85

11. Dinesh Kumar S, Hemanth Kumar V, Mediation of attitude toward advertisements in the relationship between advertisements and purchase intention, Indian Journal of Public Health Research & Development, February 2018, Vol.9, No. 2, pp: 411-417

12. Kumar R G & Lokeshkumar S, How Effective is Influencer Marketing Compared to Traditional Forms of Advertising, International Journal of Innovative Research of Science, Engineering and Technology, 13(12), December 2024, E-ISSN: 2319-8753, P-ISSN: 2347-6710, Impact factor: 8.5,

13. Venkatesh, P., Manikandan, M., Murugan, K., Krishnamoorthi, M., Ramu, M., & Senthilnathan, C. R. (2024, October). The Pivotal Role Of Digital Marketing In The Global Market: A Comprehensive Overview. In 2024 International Conference on Power, Energy, Control and Transmission Systems (ICPECTS) (pp. 1-5). IEEE.

14. Keerthana, B., & Karan Kumar, B. (2024). Role of content marketing in forming business strategies. International Journal of Research in Management, 6(2), 433–437

15. V. Anitha and Dr. A. R Krishnan, Situational factors ascendant impulse purchase behavior of Private label brands with special reference to modern trade retail outlets in Chennai, International Journal of Management, 11 (4), 2020, pp. 178-187.

16. Dr R S Anantharajan, Venkata Krishnan "Consumer Preference towards Perfumes" International Journal of Multidisciplinary Research in Science, Engineering and Technology - DOI: 10.15680/IJIRSET.2024.0712245 ISSN NO 2582-7219

17. Krishnamoorthy, Murugan & K V, Dinesh. (2023). A STUDY ON CONSUMER PERCEPTION ON EFFECTIVENESS OF SOAP ADVERTISEMENT WITH REFERENCE TO CHENNAI CITY. 9. 559-572.

18. Digital assets for digital natives: Exploring familiarity and preference for cryptocurrency among millennials and Gen Z R. S. Lekshmi1, K. Jawaharrani1, S. Vijayakanthan2, G. Nirmala1, K. Dheenadayalan3, S. Vasantha4, Journal of Autonomous Intelligence (2024) Volume 7 Issue 3 doi: 10.32629/jai.v7i3.1054.

19. Sarulatha, N., Vanitha, V., & Usha, S. (2025). Investigating trust and buying decisions in social commerce sales campaigns. Academy of Marketing Studies Journal, 29(5), 1-9 1528-2678-29-5-223

20. Suresh, V., Maran Chitra, and K. Maran. "A study on factors determining social media on cosmetic product." Journal of Pharmaceutical Sciences and Research 8.1 (2016): 1.

21. Usman Mohideen K S, A Study on Impact of Social Media on Online Shopping Behavior of Youngsters, Ilkogretim Online – Elementary Education Online Vol.19, Issue: 2, pp: 1914-1925, doi: 10.17051/ilkonline.2020.02.696776

22. Jeyalakshmi, R et al. (2024). The role of artificial intelligence in improving human resource management practices in marketing companies. Educational Administration: Theory and Practice, 30, 320–325.

23. K.Murugan, VIRAL MARKETING OF DIGITAL PRODUCTS USING SOCIAL MEDIA", ISSN: 2319-9016, online ISSN: 2319-9024, Volume. 2, PP. 120-125 (Jan. to Mar. 2013).

International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)

24. Dinesh Kumar S, Soundarapandian K, Meera S, Sentience of Career Opportunities and Career Development using Social Media – a Study with reference to Tamil Nadu, Journal of Big Data Technology and Business Analytics, Volume-1, Issue-1 (January-April, 2022), pp: 7-14.

25. Maran, K., Priyadarshini, P., Senthilnanthan, C. R., Manikandan, M., Kumar, R. G., & Ramu, M. (2024, October). Impact of Artificial Intelligence on Global Healthcare Sector Performance. In 2024 International Conference on Power, Energy, Control and Transmission Systems (ICPECTS) (pp. 1-5). IEEE.

26. Anitha, V., & Krishnan, A. R. (2022). Customer Intention Towards E-Grocery Shopping Apps Using TAM And UGT. Special Education, 1(43).

27. Dinesh Kannaa KV and Nivedha SD. Communication about environmental policy and its effects on public perception. Int. J. Res. Manage. 2024;6(2):459-464. DOI: 10.33545/26648792.2024.v6.i2e.246

28. K. Dheenadhayalan (Sri Sairam Engineering College, Chennai, India), Joel Jebadurai Devapitchai (St. Joseph's College of Engineering, India), R. Surianarayanan (SA Engineering College, India), and S. Usha (Sri Sairam Engineering College, India) Source Title: Machine Learning and Modeling Techniques in Financial Data Science. 10.4018/979-8-3693-8186-1.ch008.

29. Suresh, Vetriselvi, K. Maran, and Shanmuga Priya AR. "A study on impact of an affiliate marketing in e-business for consumer's perspective." SP AR-International Journal of Engineering and Technology 10.2 (2018): 471-475.

30. Dinesh Kumar S, Hemanth Kumar V, Celebrity Endorser & Attitude towards Celebrity results in Purchase Intention – A study with reference to Chennai City, Scholedge International Journal Of Management & Development , 2(10), pp: 1 – 8, DOI: 10.19085/journal.sijmd021001

31. Maran, K., J. Badrinarayanan, and P. Kumar. "A study on branded apparels customers purchase behavior with reference to India." International Journal of Applied Business and Economic Research 15.21 (2017): 215-221.

32. Devapitchai Joel Jebadurai (St. Joseph's College of Engineering, OMR, Chennai), K. Dheenadhayalan (Sri Sai Ram Engineering College, India), S. Usha (Sri Sairam Engineering College, India), K. Madhumitha (St. Joseph's College of Engineering, OMR, India), M. Manikandan (SRM Institute of Science and Technology, India), and S. Karunakaran (St. Joseph's Institute of Technology, India)Title: Practical Applications of Self-Service Technologies Across Industries.Copyright: © 2025 |Pages: 34 DOI: 10.4018/979-8-3373-4667-0.ch001.

33. Revathy, S & K V, Dinesh. (2025). THE IMPACT OF DIGITAL MARKETING ON CONSUMER BEHAVIOUR. International Research Journal of Modernization in Engineering Technology and Science. 6. 2582-5208.

34. Kumar, S. D., Kumar, V. M., Kumar, R. G., & Ramu, M. (2024, April). Elucidating Big Data Analytics by Using Marketing Mix Components for Business Intelligence. In 2024 International Conference on Communication, Computing and Internet of Things (IC3IoT) (pp. 1-6).

35. K.Murugan, "Patients Satisfaction Towards the Services of The Hospitals with Reference to Vellore District, Tamil Nadu" ISSN: 0090-5674, Volume 13, Special Issue 8, November 2022.

36. Jeyalakshmi, R., & Sagarika, V. (2024). A study on reverse logistics in customer satisfaction through sustainable supply, International journal of multidisciplinary research in science, engineering and technology, 7, 18987-18994, DOI: 10.15680/IJMRSET.2024.0712232

37. Kootattu, Jayarajan, et al. "Customers Perception On Branded Apparels–An Empirical Study with Reference to Indian Men's Garments–Indian Market." NVEONATURAL VOLATILES & ESSENTIAL OILS Journal| NVEO (2021): 8174-8180.

38. Usman Mohideen, B.Venkateswara Prasad, R. Suresh, An Analytical Study Consumers Buying Behavior towards Men's Brand Apparel' Purakala UGC Care Journal ISSN 0971 -2143, Vol 31, Issue 21- May, 2020,pp 967-971

INTERNATIONAL JOURNAL OF

MULTIDISCIPLINARY RESEARCH

IN SCIENCE, ENGINEERING AND TECHNOLOGY