



BRAND LOYALTY IN FMCG SECTOR POST COVID

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Abstract:

Brand loyalty focuses on the creating, developing and sustaining a relationship between the brand and the consumer. Building brand loyalty is a time and effort intensive process but its need and scope make it imperative for the brands and companies to invest into it. This paper discusses how brand loyalty functions concerning FMCG products with emphasis on post covid period. This topic of study gains its importance because of the lacking USP that most of these products have, hence depriving the company/brand of any particular value/trait to build brand loyalty on. Many practitioners and researchers have delved into this topic of research to understand consumer choices and the psychology behind them. This was to come up with effective marketing practices aimed at building and maintaining brand loyalty towards their respective FMCG product brands after a crisis such as the covid pandemic. This paper has considered 20 research papers based on different elements that affect a consumer's brand loyalty to FMCG products. We have mainly looked into the cases of brand loyalty regarding FMCG in the rural, urban, Indian subcontinent, the African continent, and their different marketing strategies. We then discuss how these trends have changed post covid. The interpretations are based on the conclusions drawn by the authors of these papers and other online resources; that is, they are based on secondary sources of information. The major conclusions are drawn from list price, brand awareness, product availability, word of mouth (more specifically electronic word of mouth), and geography as the elements that mainly affect brand loyalty. This paper lacks reviews of studies on brand loyalty based on gender.

Keywords: brand loyalty, FMCG products, brand awareness, customer satisfaction

I. INTRODUCTION

FMCG stands for Fast Moving Consumer Goods. "FMCG products, or merely fast-moving consumer goods, are non-durable products that need to be sold, usually at a low cost, and consumed within a set duration"[2]. A brand/company in the FMCG industry in the modern day faces the problem of market saturation. The market that the FMCG industry caters to is constantly bombarded with new alternatives, products, and brands. the number of differentiating factors that these products/brands have seems to decrease. Take the following example: "Dettol, Lifebuoy, Dove, Lux, Nivea, Fiamma, Patanjali Ayurved, Himalaya, Mamaearth, and Medimix are the top 10 soap brands in India"[3]. If we look at these top 10 brands, all of them offer a soap with neem, lime, and other common variations but there are negligible variations that are unique to their respective brands. The industry also has to deal with a highly unpredictable, changing market along with ever-increasing competitive pressure and sensitivity of the market to external factors. So brand loyalty has extreme importance. "Brand loyalty is desired by firms because retention of existing customers is less costly than obtaining new ones. Firms profit from having loyal customers." [1] this is another one of the many other reasons why brand loyalty carries such importance in this industry. But what is Brand loyalty?

BRAND LOYALTY is defined in marketing as "a consumer's positive feelings towards a brand, and their dedication to purchasing the brand's products and/or services repeatedly, regardless of deficiencies, a competitor's actions, or changes in the environment." [1] brand loyalty is because of the emotional and psychological reasoning of the consumer. The brand loyalty of a consumer is displayed when they put in a conscious effort to search for the particular brand's product. In cases of strong brand loyalty, even premium to the product, difficult accessibility, and insufficient availability does not discourage the customer from trying to search and opt for that particular brand. The metric of brand loyalty can be used to measure the strength of the relationship a brand/company has built with its consumers. FMCG Brands nowadays focus mainly on social media marketing, personalization, and offers as means of building brand loyalty and it seems that this trend will continue. We will further study how brand loyalty works in the FMCG sector especially based on demography, geography, and culture.

II. REVIEW OF LITERATURE:

In her paper Rose Leahy(2009) explores the concept of brand loyalty in markets for Fast Moving Consumer Goods (FMCG). The primary goal of the study was to examine consumer attitudes and their relation to the growth in loyalty in FMCG markets. This study also investigated the consumer's viewpoint on the **kinds of bonds** that exist in FMCG markets and the role bonds play in the development of customer loyalty to brands. She concluded that brand loyalty doesn't always come because of emotional reasons but cognitive reasoning also plays a role in it. She elaborates on how the main hurdle that practicing marketers face is creating and maintaining the bonds that they form with the consumers.

Astha Joshi and DR.Geeta Nema(2015) have explained the importance **emotional branding** carries and how some FMCG companies like “Maggi, Amul, Pepsico, and Hindustan Unilever” utilized this branding strategy to gain the market leader position in their respective FMCG sub-categories. They talk about how emotional branding can not only improve your sales but also let you increase the prices of the products without the fear of losing customers. The study by them concludes that customer loyalty is decreasing as the search for newness by consumers is always going on, so emotional branding is the way to go as “people are thinking more with their hearts than their minds.”

The study by Imran Khan and Mobin Fatma(2019) gives an interesting approach to brand loyalty by proposing **corporate social responsibility** to bring together brand experience and brand trust to create brand loyalty. “A survey with 354 respondents around the shopping malls (in Delhi-the capital of India) with the consumers of fast-moving consumer goods (FMCG) was conducted to test the hypothesis. They concluded that FMCG companies must develop distinctive and memorable brand experiences to grow their brand loyalty and participate in CSR initiatives as they felt that indulging in customer-perceived CSR was not solely enough to create sufficient brand loyalty.

Jay P. Trivedi(2018) wrote the paper to study the effects that **consumer ethnocentrism and customers' beliefs** about herbal products have on brand loyalty for them. He states that a few indigenous brands have used/leveraged ethnocentrism to gain a superior position in terms of loyalty which is reflected in the market share they have. He did not name the company/organization. “He took to collecting primary data from 48 respondents and used Statistical tools like Cronbach alpha; exploratory factor analysis, confirmatory factor analysis, and structural equation modeling to arrive at empirical results.” The conclusion that he drew was that neither consumer ethnocentrism nor consumers' beliefs about herbal products have a direct and significant influence on brand loyalty for them. However, brand trust significantly influenced brand loyalty”

The paper is written by Thalath P and Velmurugan P S(2022) studies **brand loyalty for FMCG products during the lockdown**. The method used to collect the primary data was through “online questionnaires” which were sent to the sample selected by “convenience sampling”. The study concludes that brand love is an important part of brand loyalty which grows when the quality of experience that the product gives increases. The study concludes that there were not many differences in brand loyalty towards products pre-lockdown and during the lockdown. That is the effect of the lockdown was negligible on brand loyalty.

Divyaprakash Pandey, Bharti Shukla, and Anumita Agarwal(2022) say that the reason they wrote the paper “The Effect of Consumer-Centric Brand Equity Parameters on the Brand Loyalty of FMCG Consumers: A Study in Gorakhpur District, Uttar Pradesh.” was because they felt that the brand equity which had brand loyalty as an element was underexplored in context to FMCG. They say that brand equity mainly comes from brand awareness, brand association, and loyalty. “The purpose of the study was to look at **how brand loyalty increases with brand trust and satisfaction** by using a stratified sampling technique employed to obtain data from 200 consumers from the Gorakhpur district through a structured questionnaire. The data were statistically examined using IBM SPSS 21 software and to analyze the data, regression analysis was utilized. The paper analyzed and validated the interrelationship between brand-centric parameters and loyalty of the consumer in the context of the Indian FMCG sector.”

Dr. Jayashree Dubey(2014) gives an interesting observation that consumers are becoming more **deal loyal than brand loyal**. The incentives that they get from purchases are being taken for granted and the brand choices that they make are heavily dependent on them. When saying this is she mainly referring to the Indian FMCG market? The main reason being the insignificant difference in the quality of FMCG products offered by different brands. In her paper, she mainly studied the relationship between sales promotion, brand choice, and brand loyalty. The conclusions she drew say that the mature markets which have extreme competition, and low differentiation have more brand migration. She also gave a conclusion based on demography saying that the younger generation is willing to shift brands more easily based on incentives than the older generation. And that the results of sale promotions are gender neutral (in the sense that ‘the main two genders(male and female)react to sales promotions almost in the same scale.

Mridanish Jha (2013) focuses on **the FMCG sector in rural Bihar**. She studied the increasing brand awareness and changing consumption patterns in the market of rural Bihar whose purchasing power has been a subject to substantial growth. The reason she chose this was because she felt that a stable consumer base was necessary for the FMCG sector and given that rural Bihar has been contributing to the sales and growth of the FMCG more than the urban areas, it could serve as the necessary stable base. She has collected primary data across villages with 20 respondents from each village. She used structured questionnaires to do so. Data is analyzed with the help of Percentile, Mean and Standard Deviation and presented by tables and figures. She concludes that the consumers in rural areas are more value-oriented and are willing to pay the price only if the exceptions regarding the performance of the product are met. They do not have any emotional or psychological attachment to brands in the FMCG sector so marketers should focus on proving the value of the product.

The most economical and effective way of marketing is social media marketing. What is the role of social media marketing in building brand loyalty for FMCG products? That is the question that Mohammad Moein ABASIN and Farid HUSEYNOV (2020) took to answer in their paper. “Primary data of the study was collected through a self-administered Likert-type online survey. 201 usable responses were collected from volunteer participants familiar with fast-moving consumer goods. The research model of the

study was analyzed with the help of confirmatory factor analysis (CFA) and structural equation model (SEM) techniques.” The findings they got suggested that Electronic Word of Mouth and Community Commitment influence brand loyalty in fast-moving consumer goods markets; Social Media Advertisement and Online Brand Community didn't seem to have any effect on brand loyalty.

Ajay Rathore and Dr. Ambika Bhatia took up the topic of **brand loyalty in normal FMCG brands** like “Dabur, ITC, Hindustan Unilever, P&G, etc” vs **brand loyalty in FMCG brands that were based on spirituality** like Patanjali, Isha Shoppe, and Sri Sri Tattva. In the survey of 522 respondents, the study first applied principal component analysis which showed that 13 items were categorized into 4 constructs: quality & purity, availability & affordability, the brand image of gurus, and environmental friendliness. Secondly, all these factors were validated using CFA. Lastly, regression analysis was conducted to study the extent of the association of these factors with customer satisfaction and brand loyalty. He concluded that “there seemed to be constant competitiveness amongst faith brands and foreign brands. The FMCG sector in India has accepted faith brands and they will become even stronger in the coming years.”

Kirit Chavda explains the reason why an FMCG giant like HUL has been focusing on market penetration in rural areas by taking the example of **rural Gujarat**, which has seen a significant increase in purchase power and has been increasingly contributing to the revenue of the FMCG industry. This study was restricted to studying the consumer perception in rural areas regarding shampoo brands. The conclusion given says that there is no real brand loyalty when it comes to shampoos in rural areas. The market is price sensitive and also that the choices are made widely depending on age and economic status, so a brand must have good product depth and market segmentation.

This study was an empirical investigation done by Dr. T. Selvam(2020) that sought to find consumer brand loyalty towards fast-moving consumer goods in **the Ariyalur district**. Respondents had been taken by applying a purposive sampling method, percentage analysis, and Chi-Square test are used. A total of 800 sample Respondents were used to test the hypotheses. The findings of the study reveal that the consumer has a good perception by Fast moving consumer goods.

Mohammed Afreene focused on marketing and branding strategies of bathing soaps. Further, the study focuses on the top 3 selling FMCG brands of bathing soaps in India, and also made an attempt to undertake critical dimensions in branding strategies such as Brand Association, Brand Loyalty, perceptions of Marketers towards selected FMCG brands. The data for the research study was collected from primary and secondary data sources. The primary data is collected with the help of a questionnaire. The questionnaire is used to analyze the perceptions of consumers and is defined to collect data concerning demographic, socio-cultural background, consumption patterns, brand association, preferences, buying behavior, and posts including their levels of satisfaction. Further, the personal interview and direct observation methods are also used for the collection of primary data. A sample size of 335 was used. The results showed that the brands which had **high brand loyalty had ensured high brand awareness and used competitive pricing**. Finally, it concludes that consumers are well aware of the Bathing soap brand introduced by the 3 select companies.

The quantitative explanatory research design was used by Raza, Muhammad¹, Frooghi², Reema Shamsul Huda Binti Rani Qureshi³, Muhammad Asif⁴ (2018) to examine the impact of brand image, brand perception, brand preference, and brand loyalty on consumer purchase intention in **Pakistan's FMCG industry**. Using the convenience sampling technique, 424 responses were collected from various self-service stores and mega malls in Karachi, Pakistan. Among the three statistically significant variables, brand loyalty has the greatest influence on purchase intention, followed by brand preference, and brand perception has the least influence. Furthermore, the findings revealed that entrepreneurial marketing moderates the relationship between brand loyalty, brand perception, and brand preference with consumer purchase intentions toward FMCG brands in Pakistan.

Ramesh Kumar and Jai Yashwant Advani(2020) study the combined effects of brand benefits, brand symbolism, brand trust, genetic influence and price consciousness of consumers on brand loyalty for the toothpaste product category. They used the primary data they collected from random 440 people across India to examine the influence brand functional benefits, brand trust, price consciousness, and genetic influence have on brand loyalty. The conclusions drawn say that the **traditional axiomatic views(a)** should consider brand migration while laying down strategies for building loyalty.

(axiomatic views: axiomatic method, in logic, a procedure by which an entire system (e.g., a science) is generated per specified rules by logical deduction from certain basic propositions (axioms or postulates), which in turn are constructed from a few terms taken as primitive.)

Dr. P. Balathandayutham and Dr. R.Sritharan in their paper “a study of factors affecting **brand loyalty towards FMCG goods in semi-urban areas**.” discuss the elements of brand loyalty by conducting a study on a sample size of 100 people with the help of questionnaires. The sample of people was selected based on “convenient sampling” and the collected data was analyzed with the help of regression. They conducted this experiment in a semi-urban place known as “Chidamaram”. They concluded that the brand loyalty of consumers is reducing day by day because of several reasons like appeals made through sophisticated means, heavy support from media, product similarity, price, content, tactics for sales promotion, communication, and coupons. They also say that demography plays a huge role in consumer loyalty.”

Kanyakumari district was taken into focus by R. ASWATHY and Dr. S. Nadarajan(2020) to study the factors affecting brand loyalty. The research methodology they used included the use of primary data from The rural samples 400 distributed among the 9 blocks based on the population in each block to the total rural population. Similarly, of urban samples, 399 are distributed among 4 municipalities based on the proportion of the population in each municipality to the total urban population. The required data for the research work was collected with the help of a structured interview schedule. The conclusion drawn was that **brand loyalty functioned differently for rural and urban**. rural customers are distribution intensity and switching costs mattered whereas, among the urban customers, these factors are brand awareness and brand loyalty.

Mr. Jyoti Pradhan and Dr. Devi Prasad Misra(2015) say that because of globalization the competition in the industry soars high. Organizations have realized that brand loyalty does not depend on price and quality basis anymore and that the most valuable asset is not a tangible one but the brand equity that they hold. They say this affects the FMCG sector more than any other sector. To study they choose one rural district in Odisha and one rural district in Karnataka with 200 respondents from each district. Preliminary discussions were held with the local consumers and the marketers about the consumption of branded personal care products. They concluded that the differences in brand loyalty are affected by demographic factors. They observed that consumer brand loyalty is decreasing in recent times, attributed to several factors viz., sophisticated advertising appeals and heavy media support, the similarity of products in form, content, price, communication, sales promotion tactics of mass displays, coupons, and price specials that appeal to consumer impulse buying.

CA Bisschoff, M Schmulian(2019) from **South Africa** study “brand loyalty of the KwaZulu-Natal consumers towards their uncooked chicken brand of choice using a validated model and its measuring instrument. They also measure brand loyalty in the fast-moving consumer goods industry but also successfully applied in agriculture, financial services, and other industries”. They dig into the most important antecedents influencing brand loyalty, namely “perceived value, brand relevance, brand trust, repeat purchase, switching cost, brand affect, brand commitment, involvement, brand performance, relationship proneness, customer satisfaction, and culture.” 112 consumers in the KwaZulu-Natal Province of South Africa responded to product-specific adapted questionnaires designed to test. This was to see how strongly each of the twelve antecedents relates to KwaZulu-Natal’s consumer loyalty toward its chicken brand. Based on the primary data that they collected they came up with the following conclusions. The other important influences are **Brand Relevance** (71.8%), Brand Performance (70.2%), Brand Affect (68.8%), Brand Commitment (66.5%), Switching Cost (64.7%) Repeat Purchase (63.6%), and Involvement (60.9%). The two antecedents regarded as less important are Culture (54.5%) and Relationship Proneness (53.9%).

Ms. Pinya Silayoi, Mr. Veerapong Malai, Ms. Ranchana Rajatanavin, and Dr. Mark Speece started with the hypothesis that **packing does play a role in developing brand loyalty**. They justified this hypothesis by saying that attractive packing can lead to a more immersive and satisfying customer behavior which will over time result in brand loyalty. This research was based on convenience sampling at nine locations of the convenience store Seven-Eleven (7-11). In conclusion they said that Consumers use visual cues and information on the package to help them decide which brand to buy, and which brand to consider more carefully if they do invest a little time in reading labels. Packaging design reminds them of satisfaction with previous purchases, reducing the need to further search for other brands hence contributing to brand loyalty.

Dr. Ankita Nagpal and Ms. Kritika Pallvi “explains the effects that the covid-19 epidemic had on the FMCG sector. The major objective they had was to evaluate how brand loyalty for FMCG products was impacted due to covid-19. The research paper used “Descriptive Analysis, Correlation and Regression” for data analysis. The primary data was collected from in depth interviews & Focus groups of 10-15 people per tier and Questionnaire by around 100 people. The conclusion of this report was that a lot of consumers had to buy substitute/local/private brands, but they only did it for surviving the COVID 19 Lockdown scenario. Given the opportunity they will still prefer the brands and the products which they were initially loyal to.

Focusing on food and beverages part of FMCG sector, Aishwarya Sharma and Sanjay Pawar wrote about how the consumer behavior and company’s approach towards building the brand has changed due to covid-19. They conclude that due to the focus on family and health the brands have taken to make sure to include the idea of “safety and health” as a part of their branding and consumer/customer acquisition strategy. They also said that online shopping is preferred to avoid social mixing. New ways of consumer and product engagements and promotions have emerged as we move into digital marketing amidst the COVID-19 crisis. This line shows how the ways to engage with customers and build loyalty are changing.

Dr. Swapna Datta Khan(2020) gives us an insight on approaches by which organizations strove to enhance Brand Equity with reference to the FMCG Sector, in the backdrop of the COVID-19 pandemic with her paper. By using data from secondary sources, the conceptual paper tried to explain how the pandemic has impacted FMCG brand management. From her findings, she concluded that even though the company’s focus is revenue maximization and survival, they should still choose the most humane approach in how they treat their employees and consumers. Along with that she suggests that the companies better follow the new etiquettes that came into existence post-covid such as delivery of products and services with minimum contact point”s and with mandatory hygiene requirements at all contact points to maintain the consumer trust on the brand and about the safety linked with the usage of the brand.

III. Interpretations:

The papers that were studied here helped us understand the importance of giving high-quality consumer experience and value as the core element for building and maintaining brand loyalty in the FMCG sector. From our interpretation, we can state that the main idea behind this is the customer experience itself being Unique hence being the USP of the brand.

This becomes a more pragmatic approach when we observe the results and conclusions drawn in the above studies point out the lack of difference in the quality of the FMCG, pricing that the brands offer for them, discounts, offers, and promised results.

We also came across a lot of studies showing the effects that the geographical area has on brand choice and the level of brand loyalty. The rural area’s market is more price-sensitive and value conscious than the urban FMCG market. The urban market in some cases is willing to turn a blind eye to those factors. We can reason this by taking into consideration the fact that generally the per capita income in rural areas is less, making them more conscious of their spending and saving.

The other type of consumers who are price sensitive while buying FMCG products are the younger generation people. The reason which can be laid out based on the studies above is “habituation” to deals and incentives. If we observe today, most of the FMCG brands tend to opt for offering discounts as a way to keep consumers hooked. (again thanks to lack of USP) . There are hundreds of competitors who provide the same kind of FMCG product with more attractive discounts and we also have to consider that the

younger generation has something that the previous generation lacked; which is a grasp on technology and availability of technology-based services to instantaneously show multiple offers from multiple brands when all these factors are taken into consideration we can say that building brand loyalty in younger generations is tougher for FMCG products as brand migration is extremely easy.

There is surprisingly a way to make use of the same tech that makes brand migration easy to build brand loyalty. Social media marketing helps in positioning FMCG products. SMM, if done right, helps in spreading Electronic Word of Mouth and Community Commitment about the product/brand which aids brand loyalty, but we must see that sometimes the investments made in SMM don't always guarantee results.

So how can one build brand loyalty for FMCG products without compromising on price margins? Emotional branding can be the way to go. The paper above has given us a few examples of companies like "Maggi" which utilized emotional branding, more particularly nostalgia. This branding helped Maggi get back to its market leader position in instant noodles in no time even after a big scandal that questioned the values and ingredients that the company followed and used.

But at the same time, another study concludes from its findings that emotional branding is not enough in FMCG and says that cognitive reasoning is equally functioning in the consumer when buying FMCG products. Other routes which were explored for building brand loyalty for FMCG brands were corporate social service and an ethnocentric approach. Neither CSR nor ethnocentric approach had any direct significant effect on Brand loyalty but a spirituality-based approach for FMCG products was extremely successful in building brand loyalty. We could say that this is because the human element/representation of the values that the brand carried was present in spirituality-based goods. spiritual gurus who had built brand loyalty for themselves based on health and healing leveraged the same by being the brand ambassadors of these spirituality-based FMCG products.

But did the brand loyalty all these companies built withstand the test through a pandemic? The reviewed paper suggests there was brand migration during the pandemic but not significant. The pandemic resulted in mankind switching to survival mode which was evident in the brand choices made by them. The papers suggest that factors such as the prices, necessity and hygiene practices followed by the company played an important role in loyalty that the consumers showed towards a brand.

IV. Suggestions:

The strength of "faith FMCG brands" has been realized but the factors which caused this level of brand loyalty have not been explored deeply, so a study on this topic will help understand the necessity and relevance of brand ambassadors for FMCG products in the post covid era. Also looking into cases why a brand lost its loyal consumer base during the covid period, will help come up with guidelines for building brand loyalty for FMCG brands after a crisis which deeply affected and changed consumers behavior. The number of respondents that were considered in the above studies were few, so the results of the analysis may vary for a large-scale consumer base. Conducting a study about brand loyalty for FMCG products on a larger scale might help improve the accuracy. A study on How the emotional branding from particular FMCG companies has been reflected in society and the effect it had on the standards and viewpoints of consumers will also give insights into consumer behavior and choices. As again their choices and behavior will affect what marketing strategies will be deployed. Lastly, studying on Few elements that are constant across demographics and geographies will help in getting a basic and universal base for understanding the importance of different elements that affect brand loyalty.

V. Challenges based on the reviewed papers:

1. contradicting conclusions:

This study took into account One paper concluding that emotional branding is one of the best ways for FMCG products to build brand loyalty while another one states that emotional branding is not enough as cognitive reasoning plays a major role in brand choices made regarding FMCG products. Such contradicting conclusions make it confusing as to just how important emotional branding is and so making it not very reliable for marketers.

2. limited respondents :

The conclusions that were drawn regarding faith FMCG brands and brand loyalty gave statements suggesting that they can be taken as true for the entire market that the faith FMCG brand serves but the respondents were limited to areas of Punjab, Haryana, and Himachal Pradesh. The geographical areas of south India and east India have varying cultural and spiritual beliefs so the conclusions that they drew for faith brands may not hold in these areas.

3. Lacking methodology so lacking accuracy:

The study about CSR was done in the presence of an interviewer which might have influenced the answers. In the limitations of the paper, Imran Khan and Mobin Fatma agree that they didn't take into account gender differences. This makes our interpretations of this paper not very accurate.

4. Lacking scope of results:

The study about ethnocentrism and brand loyalty in FMCG products was a study done in two cities viz. Bangalore and Ahmedabad so the results cannot be overlapped with rural consumers who might have different perspectives. Hence our interpretation of the results will also be limited only to urban cities regarding this topic.

Another study about brand loyalty for FMCG products during lockdown by Thalhath P and Velmurugan P S took Only 125 responses were used for this study, which is a major limitation of this paper. So the scope of our interpretation is majorly limited.

5. Not considering the variable of attitudes to different categories of FMCG products from the consumer perspective: Dr. Jayashree Dubey concludes that consumers are more deal loyal than brand loyal but she only considered personal care products for her study. Consumers might be more brand loyal than deal loyal when it comes to the food category in FMCG (taking into consideration the flavor etc), this possibility was completely ignored so our justification which was in favor of her conclusion might hold in some cases.

6. The findings of studies do not go hand in hand with the practices being done:

Mohammad Moein ABASIN and Farid HUSEYNOV suggested that social media advertising is not very effective in building brand loyalty but in practice, we see that many FMCG brands and companies take to social media advertising for brand loyalty. This might mean that their conclusions and our interpretations of them, in reality, might not be correct.

7. no new solutions:

All the papers and our interpretations ended saying that brand loyalty for FMCG products has been decreasing and the ways proposed to help build loyalty have been in use for a long time; so there are no new elements that have been added that help marketers build brand loyalty strategies for FMCG products.

Conclusion:

One common conclusion that was present amongst all this was that brand loyalty for the FMCG brands has been decreasing due to the lack of USP amongst the brands, and differences in pricing, values, and experience. This factor can result in amplified numbers in brand migration especially after covid pandemic where people explored and found new alternatives. After interpreting all the studies regarding brand loyalty for FMCG products we can conclude that Brand loyalty in this day and era mainly is built based on consumer experience. We saw that pricing had a significant effect on brand loyalty. Similarly, we can say geography, demography, and culture are important variable elements to be taken into consideration while studying brand loyalty. We also conclude that being the first choice when a consumer thinks logically should be given equal importance as emotionally bonding to consumers for FMCG brands is always relevant. Having brand ambassadors will help in giving a form to brand experience that a customer has and also will help in maintaining loyalty; this will be because the loyalty that consumers have towards the ambassador will be reflected in the brand choices they make. Gaining brand loyalty in the rural population for the respective FMCG brand will be extremely important as the studies are looking at the growing contribution of that population to the FMCG industry's revenue in the future. One of the most well-known and practiced ways of building brand loyalty is by creating value for the consumer, brand awareness and providing wide supply/availability of FMCG goods. This strategy is particularly useful in the introductory phases of the product. content, price, communication, sales promotion tactics of mass displays, coupons, and price specials that appeal to consumer impulse buying still take up a huge chunk of investments for the purpose.

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