

Brand Loyalty Towards Fast-moving Consumer Goods : A Systematic Literature Review

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ABSTRACT:

Brand loyalty constitutes an indispensable element in the success of Fast-Moving Consumer Goods (FMCGs), and comprehending its dynamics is indispensable in the current highly competitive market. This study aims to offer a comprehensive overview of the extant research on brand loyalty towards FMCG products for the last two decades through a systematic literature review. PRISMA Framework has been used in this study, and 47 reports were integrated into this study, detected by structured keyword searches in the databases of Scopus, Web of Science and Google Scholar. A pivotal finding is that most FMCGs research is conducted in developing countries, with India possessing the highest number of published articles. The outcomes also uncover several factors that affect brand loyalty, comprising product quality, price, brand image, customer satisfaction, and trust, while emphasizing the intricate and changing dynamics of brand loyalty towards FMCGs. For brand managers and marketers, the findings have real-world applications that will help them create effective plans for sustaining brand loyalty in the very cutthroat FMCGs market. Additionally, it acts as a point of reference for researchers, enabling them to expand on earlier studies, spot research gaps, suggests new study routes, and lay the groundwork for upcoming research projects.

Keywords : Brand; Loyalty; FMCGs; Consumer Behaviour; Literature; Review

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1. INTRODUCTION

Fast-moving consumer goods (FMCGs) refer to frequently acquired and utilized products by individuals, such as food, beverages, toiletries, and household items. The significance of brand loyalty towards FMCGs in today's competitive market is noteworthy. Brand loyalty denotes the profound attachment and preference that consumers develop for a specific brand, compelling them to consistently opt for and endorse it over other alternatives. The creation and sustenance of brand loyalty are crucial factors for businesses to secure a consistent customer base and attain a competitive edge in this dynamic industry. It stems from different factors, such as brand reputation, product quality, favourable customer experience, and emotional connections. The comprehension and cultivation of brand loyalty are necessary for FMCGs companies to flourish in a crowded marketplace.

Brand proliferation in the marketplace induces intense competition, and that emphasizes the importance of brand loyalty in the FMCGs industry. FMCGs companies encounter a highly saturated and competitive market, with several brands vying for the same consumer base. In this regard, brand loyalty can be a powerful determiner that distinguishes a brand from its rivals. Additionally, brand loyalty has significant economic implications for FMCGs companies as it can lead to an increase in market share, higher sales revenue, and lower marketing costs since loyal customers make repeat purchases and suggest the brand to others. Conversely, low brand loyalty can bring about a decrease in market share and profitability.

Yet as consumer behaviour has evolved, technologies have advanced, and market dynamics have altered, so too has the idea of brand loyalty. Consumer engagement with businesses, information gathering, and purchasing decisions have all changed as an outcome of the growth of e-commerce, social media, and mobile connectivity. These elements have widened customer access to information and empowered them to make better decisions, upending conventional ideas of brand loyalty. Businesses must therefore modify their plans and tactics to satisfy the changing wants and preferences of their target audience.

The existing knowledge concerning brand loyalty towards FMCGs comprises a wide array of research findings, theories, and insights. Scholars and marketers alike have devoted much attention to exploring the multiple dimensions and factors that influence brand loyalty in this sector over the years. Numerous researchers have probed into the factors that affect brand loyalty and its impact on consumer behaviour. According to studies, brand image, perceived quality, trust, and consumer happiness are crucial loyalty factors in the FMCGs industry. Researchers have also looked into how marketing tactics like advertising, promotion, and brand communication helps to promote brand loyalty. The literature that is now in print agrees that certain characteristics, such as customer demographics, brand involvement, and brand personality, have an impact on consumer brand loyalty. Academics have also looked into the intermediating role that brand recognition and attachment play in the connection between consumers and FMCG brands. Overall, the literature emphasizes how crucial it is to comprehend and manage brand loyalty as means to boost customer retention and obtain a competitive edge in the fast-paced FMCGs market.

Although there has been an extensive study on brand loyalty for FMCGs, there are nevertheless significant gaps in the literature. To begin with, a number of studies depend on self-reported measures of loyalty to brands, which can be skewed by social desirability and recall bias. Furthermore, because most studies concentrate on established markets, their applicability to emerging economies and other cultural contexts is constrained. A thorough knowledge of its dynamics is also hampered by the absence of longitudinal research that examines changes in brand loyalty over time. Additionally, the literature frequently ignores the possible impact of social and environmental factors on brand loyalty in favour of individual-level issues. Finally, there is a knowledge gap about how these new

platforms affect FMCGs brand loyalty due to the rapid expansion of digital technology and e-commerce. In order to provide an improved comprehension of brand loyalty in the FMCGs market, the present study will overcome these constraints.

This systematic review will provide valuable insights and evidence-based recommendations for FMCGs companies' managerial decision-making. The findings can guide marketing managers, brand strategists, and executives in formulating effective brand loyalty initiatives, optimizing resource allocation, and enhancing overall business performance. It can also assist in benchmarking against industry best practices and identifying areas for improvement.

2 OBJECTIVES OF THE STUDY

The key objective of this paper is to explore and understand the body of knowledge about brand loyalty in the FMCGs sector. The study specifically aims to accomplish the following goals:

- To explore the existing literature on brand loyalty towards the purchase of FMCGs across different geographical regions and cultural contexts.
- To investigate the influence of emerging technologies, such as social media, e-commerce platforms, and personalized marketing, on brand loyalty in the FMCGs industry and their implications for consumer purchase behaviours.
- To synthesize the results of the systematic literature review and offer a summary of the state of knowledge regarding brand loyalty towards FMCGs purchases, providing useful insights for enhancing brand loyalty strategies to develop long-lasting client relationships.

3 METHODOLOGY

Following Pahlevan Sharif et al., (2019), the systematic review was conducted using PRISMA framework. This systematic literature review includes 49 reports that follow well-established guidelines in many systematic reviews of the relevant areas. However, to match the needs of this investigation, these protocols have been slightly altered. The systematic review aims to find journal articles that examine brand loyalty in the FMCGs sector, uncover emerging trends, and shed light on the evolving nature of consumer-brand relationships.

The search's timeframe for literature covered the past two decades, from 2003 to 2023, to ensure that it covers the study area comprehensively. The databases were searched between the 15th and 31st of Dec, 2023. The journal publications that were published in Scopus, Web of Science and Google Scholar over the previous two decades were systematically reviewed for this paper. These three databases are used for the study as they are considered to have extensive coverage of works in the field of social sciences.

In the database search, the following were among the inclusion requirements:

- Journal Articles

- The study relating to brand loyalty in the FMCGs sector
- Any population
- Paper from 2003 to 2023
- Paper is written only in English

Criteria for the exclusion are as follows:

- Studies describing brand loyalty but not related to the FMCGs sector
- Conference Proceedings
- Work in progress paper
- Dissertation or thesis
- Book chapters

The search terms for database searches were designed in such a way that they comprehensively covered the articles related to brand loyalty in the FMCGs sector. The keywords or the search terms were: “brand loyalty” AND (FMCG OR FMCGs OR “fast-moving consumer goods”). The following were the strategies used for the electronic search on these four databases:

- Scopus: TITLE-ABS-KEY (“brand loyalty” AND (FMCG OR FMCGs OR “fast moving consumer goods”) AND PUBYEAR > 2003 AND PUBYEAR <2024)
- Web of Science: ALL=(“brand loyalty” AND (FMCG OR FMCGs “fast moving consumer goods”))
- Google Scholar: allintitle: “brand loyalty” (FMCG OR FMCGs “fast moving consumer goods”)

The search was conducted from four popular databases: the researcher found 54 titles of articles in Scopus, 17 from the Web of Science and 108 from Google Scholar. A total number of 179 records were identified from the three databases. After 11 duplicates were deleted, 168 records were obtained. In the next step, only records with titles that include “fast moving consumer goods” or FMCGs or FMCG and articles written in English were selected for the purpose of the study. To this effect, 64 records were excluded. So, 97 reports in total were exported to Microsoft Excel for further analysis and the application of inclusion and exclusion criteria. Then, 30 reports were removed from the Excel sheet, as 27 were mere citations, and 3 were due to bad repositories. Further, out of the remaining 67 reports assessed for eligibility, 18 reports were excluded as they were conference papers, theses and dissertations, and as this study is limited to journal articles only. Finally, 49 reports of new included studies were considered in the analysis. The flow diagram for identification, screening, and assessing eligibility for inclusion in accordance with PRISMA framework 2020 is shown in Figure 1.

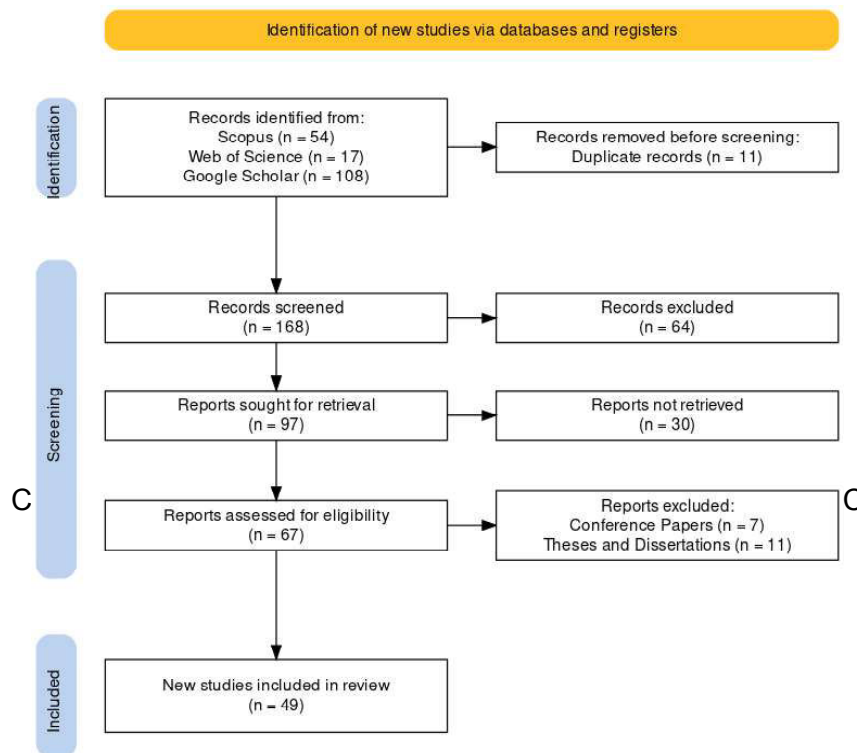


Figure 1. PRISMA Framework 2020

4. RESULTS AND INTERPRETATIONS

4.1 DISTRIBUTION OF PAPERS BY YEAR

Figure 2. illustrates the progress of the number of journal articles each year on brand loyalty in the FMCGs sector during the last two decades. The idea was to explore the dynamics and trends of brand loyalty towards FMCGs over time, providing insights into the factors that influence changes in loyalty levels. From Figure 2, it is clear that before the year 2012, there were only three papers published in this area. But after 2012, there was a gradual increase in the number of publications. The maximum number of papers published on the topic is in 2020, with a total of 11 papers. This shows that apart from the year 2020, productivity in research literature in this study area is still very limited.

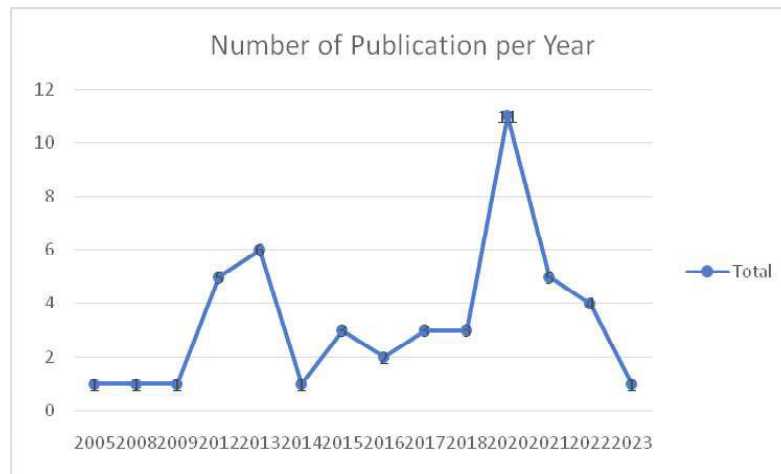


Figure.2 Publications by year

4.2 DISTRIBUTION OF PAPER BY COUNTRIES

Although many researchers from all over the world have emphasized brand loyalty in the FMCGs sector, we can clearly distinguish from Figure 3 that most of the research is done in the FMCGs sector in developing countries. The highest number of publications in this area of study was in India, with a total of 28 articles. The second highest number of publications is from South Africa, with 6 articles. To the best of what we knew, none of the databases we used for this study had any articles on this subject from developed nations.

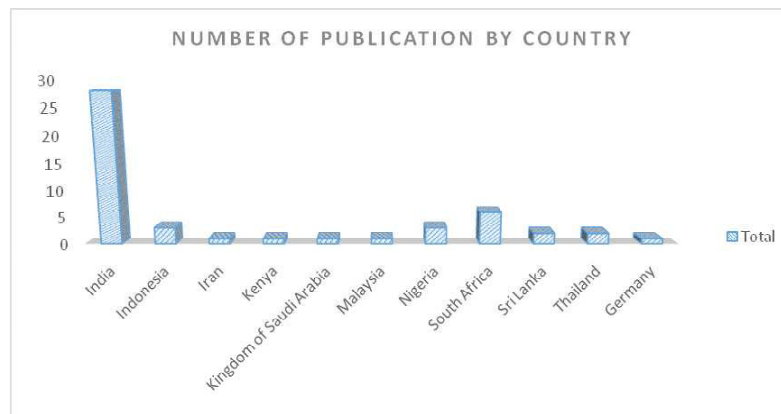


Figure.3: Publication by Countries

4.3 DISTRIBUTION OF PAPERS BY THE METHOD

Figure 4 shows the distribution of paper by the methods used for the study. Distribution of papers by methods used can vary depending on the specific field of study, across disciplines and even within sub-disciplines. For the purpose of this study, the methods used in all the papers reviewed are broadly categorized into quantitative and mixed methods only. We can deduce from the figure that 85 per cent of the paper used the quantitative method, 15 per cent used the mixed method; however, none of the articles was found to be based on pure qualitative research method. Thus, it can be said that these fields of study on brand loyalty in the FMCGs sector heavily rely on a quantitative method, even though few of them employ a combined approach.

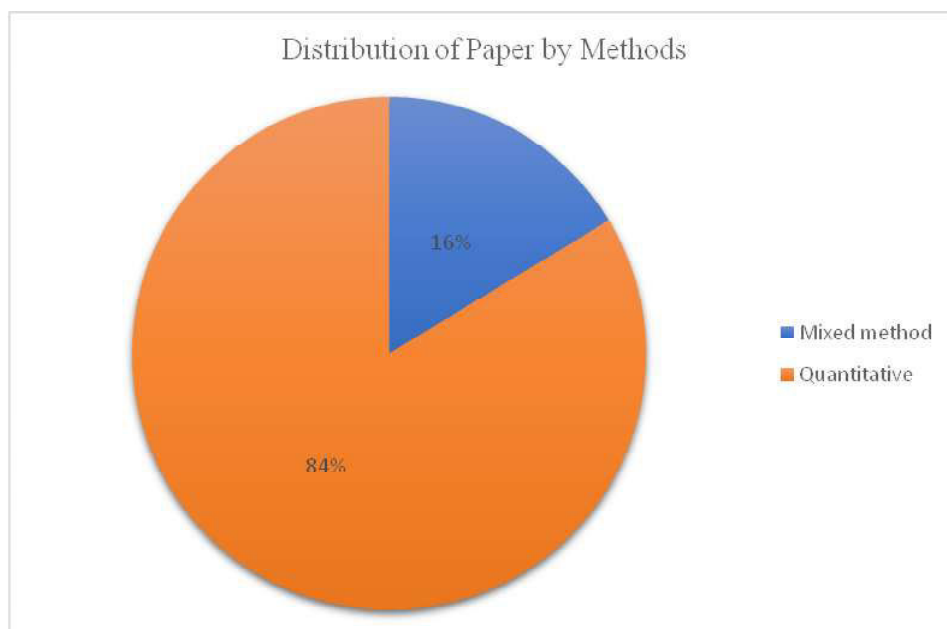


Figure 4. Distribution of paper by methods

4.4 DISTRIBUTION OF PAPERS BY CITATION

TABLE 1

Papers by Citation

Author	Year	Paper	Cited
Ramesh Kumar, S; Advani, Jai Yashwant;	2005	Factors affecting brand loyalty: A study in an emerging market on fast moving consumer goods	145
Kumar Mishra, Mukesh; Kesharwani, Ankit; Das, Dolly;	2012	The relationship between risk aversion, brand trust, brand affect and loyalty: Evidence from the FMCG industry	84
Upamannyu, Nischay K; Mathur, Garima;	2013	Effect of brand trust, brand affect and brand image on customer brand loyalty and consumer brand extension attitude in FMCG sector	76
Upamannyu, DNK; Gulati, Chanda; Mathur, DG;	2014	Effect of brand trust, brand image on customer brand loyalty in FMCG Sector at Gwalior Region	69
Moolla, Ahmed I; Bisschoff, Christo A;	2012	Validating a model to measure the brand loyalty of fast moving consumer goods	59
Chandrasekhar, BVNG;	2012	Consumer buying behaviour and brand loyalty in rural markets: FMCG	38
Moolla, Ahmed I; Bisschoff, Christo A;	2013	An empirical model that measures brand loyalty of fast-moving consumer goods	37
Moolla, Ahmed I; Bisschoff, Christo A;	2012	A model to measure the brand loyalty for fast moving consumer goods	26
Moolla, Ahmed I; Bisschoff, Christo A;	2012	Empirical evaluation of a model that measures the brand loyalty for fast moving consumer goods	23
Mise, Jairo Kirwa; Nair, Chandrasekeran; Odera, Odhiambo; Ogutu, Martin;	2013	Exploring the determinants of brand loyalty in global FMCG markets of soft drinks consumers in Kenya and India	15

Table 1 illustrates the top 10 most cited journal papers on brand loyalty in the FMCGs sector. The number of citations a paper receives indicates its impact and influence within its field. A high number of citations generally suggests that other researchers have widely read, discussed, and built upon a paper. It can indicate that the paper's findings, methods, or ideas have significantly impacted the research community. The most cited paper on brand loyalty in FMCG is "Factors affecting brand loyalty: A study in an emerging

market on fast moving consumer goods” by (Kumar & Advani, 2005). The citation has reached 128 till 31st May 2023. “The relationship between risk aversion, brand trust, brand affect and loyalty: Evidence from the FMCG industry” by (Kumar Mishra et al., 2016) has the second highest number of citations with 71.

4.5 DISTRIBUTION OF PAPERS BY JOURNALS

TABLE 2

Distribution of papers by Journals

Name of Journal	No. of Paper	Name of Journal	No. of Paper
Asian Journal of Research in Marketing	1	Journal of Contemporary Issues in Business and Government	1
Benin Journal of Social Sciences	1	Journal of Customer Behaviour	1
British Journal of Management and Marketing Studies	1	Journal of Economics	1
Business and Economic Horizons	1	Journal of Humanities	1
Competitive Research Journal Archive	1	Journal of Indian Business Research	1
Indian Journal of Marketing	2	Apeejay Journal of Management and Technology	1
Int. J. of Aquatic Science	1	Journal of Management and Marketing Review	1
International Journal of Advanced Scientific Research and Management	1	Journal of management value and ethics	1
International Journal of Indian Culture and Business Management	1	Journal of social sciences	3
International Journal of Innovation, Creativity and Change	1	Journal of Xi'an Shiyou University, Natural Science Edition	1
International Journal of Management (IJM)	1	Jurnal Inovasi Ekonomi	1
International Journal of Marketing & Business Communication	1	Middle East Journal of Management	1
International Journal of Research in Management	1	PRERANA: Journal of Management Thought & Practice	1
International Journal of Scientific and Research Publications (IJSRP)	1	Scholarly Journal Prima	1

International Monthly Referred Journal of Research in Management & Technology	1	International Multidisciplinary Refereed Peer Reviewed Indexed Research Journal	1
International Journal of Multidisciplinary educational research	1	Scholars Journal of Economics, Business and Management	1
IOSR Journal of Business and Management	2	Schollars World	1
IUP Journal of Brand Management	2	South African Journal of Business Management	1
Journal of Business Research	1	Sustainability, Transformation, Development In Business And Management	1
Journal of Business Management	1	Wesleyan Journal of Research	1
European Journal of Scientific Research	1	Journal of Critical Reviews	1
CLEAR International Journal of Research in Commerce & Management	1	NICE Journal of Business	1

The distribution of scholarly journal articles on brand loyalty in the FMCG industry is shown in Table 2 above. Publishing in academic journals is a common way for researchers to convey their findings to the broader research community. It is clear from the table 2, that articles on this topic are published in different categories of academic journals, and they hardly have 1 or 2 papers published from 2003 to 2023. The only journal to have published three studies about brand loyalty in the FMCGs industry throughout the study period was Journal on Social Sciences.

5 DISCUSSION

This study reviewed 49 articles published in Scopus, Web of Science, Taylor and Francis, and Google Scholar from 2003 to 2023. This section will evaluate the key conclusions and contributions made by these reviewed research papers that were incorporated into qualitative synthesis. It is important to discuss a wide range of matters related to brand loyalty in the FMCGs sector, including factors influencing brand loyalty, the impact of emerging trends and technologies, methodologies and models to measure brand loyalty and the role of marketing strategies in discovering the finest outcomes and a thorough review of the body of knowledge on brand loyalty in the FMCG sector.

In the FMCG industry, a variety of factors shape consumer perceptions, preferences, and behaviours, affecting brand loyalty. From product quality and effective branding strategies to pricing, customer service, and reputation management, understanding these factors is essential for FMCGs companies seeking to establish durable and enduring

relationships with their customers. The study "Private label brands and brand loyalty: an empirical analysis on FMCG, western province, Sri Lanka" by (Hettiarachchi & Fernando, 2021) identified that price was determined to be the most significant element, followed by brand features. On the contrary in other study "A Study on Factors Affecting Brand Loyalty of FMCG Users" (Mishra, 2017) which study various brand-loyal groups interestingly reveals that price and advertisements have no significant effect on the extent of brand loyalty. While in another article by "Measuring Brand Loyalty As a Behavioural Response For Fast Moving Consumer Goods: A Case Study in Guwahati City, Assam" (Baruah, 2018) revealed that the most significant element for brand loyalty in FMCG products is product quality, followed by brand trust. The paper "A Study On Consumer Perception Towards Brand Loyalty Of FMCG Products In Dharamapuri District" (Venkatasalam & Karunakaran, 2021) concluded that brand association had the greatest impact on brand equity in the Indian FMCGs industry, indicating the importance of creating feelings and ideas with the brand. Similarly, in the study "Effect of brand trust, brand image on customer brand loyalty in FMCG Sector at Gwalior Region" (Upamannu et al., 2014) revealed a customer's attitude towards a brand to be influenced by brand emotion and brand trust, and the research shows that brand trust positively affects customer loyalty. Likewise "Emotional branding: A new way to create brand loyalty for FMCG companies" (Joshi & Nema, 2015) in their paper state that emotionally connected consumers spend significantly more than regular customers, which relieves businesses of the need to rely on promotions and price reductions to keep them patronising the brand.

With the increasing globalization of markets, cross-cultural influences are becoming more prevalent. Consumers in different regions are exposed to international brands and marketing campaigns, which can impact their brand preferences and loyalty. By demonstrating the notion of brand love's application in the Asian setting, notably in the FMCGs sector in Sri Lanka (Wijekoon & Fernando, 2020), the article expands current theories on brand love and provides cross-cultural validation of the concept. African and Asian soft drink markets, especially Kenya and India, were also examined and contrasted in the study "Exploring the determinants of brand loyalty in global FMCG markets of soft drinks consumers in Kenya and India" (Mise et al., 2013). Different regions, even within a country, may also have unique brand preferences based on historical, social, or economic factors. In the study "Consumer buying behaviour and brand loyalty in rural markets: FMCG" (Chandrasekhar, 2012) exposed that there is a huge difference in consumer buying behaviour in rural areas, which may be due to non-availability of brands, brand awareness, influence, etc. The study also emphasises the need for marketers to drastically shift their views about the lively and expanding rural markets in order to successfully appeal to rural customers. In the study "Customers' perception on factors leading to brand loyalty in fast moving consumer goods (FMCG) market in kanniyakumari district—a critical analysis" (ASWATHY & Nadarajan, 2021) found that the highly viewed Factors Leading to Brand Loyalty by rural customers are distribution intensity and switching costs. But these are brand awareness and brand quality among urban customers.

In the FMCGs industry, the trend of brand loyalty is moving away from the more conventional long-term commitment and towards more engaging and immersive partnerships. Consumers are becoming less tied to specific brands, with increased competition and expanding product choices allowing for greater exploration and brand switching."Consumer brand loyalty towards fast moving consumer goods in Ariyalur district"(Selvam, 2020) in his article emphasizes that tracking changes in consumer preferences is key to delivering value to customers. It mentions that the Indian market has experienced significant changes since opening up to global companies, with Indian consumers being exposed to various Indian and international brands. Digital transformation has significantly influenced brand loyalty in the FMCG sector. Brands that leverage digital technologies effectively have a greater chance of building and retaining loyalty in this digital landscape. In their study, "Viral Marketing in Increasing Brand Awareness and Predicting Purchase Intention: Exploring Mediating Role of Brand Loyalty in FMCG Sector"(Mukherjee et al., 2023) offer fresh perspectives on how viral marketing affects awareness of brands and purchase intent across the FMCG industry. Engagement and consumer interaction at various touchpoints have become crucial for building brand loyalty. The article "The Patanjali marketing sutra-An exploratory analysis of brand experience, personality, satisfaction, and loyalty in the FMCG space" (Sreejith & Suresh, 2017) explains how Patanjali has been ingrained in customers' hearts and thoughts through experiential branding. Influencer marketing and user-generated content have gained prominence in shaping brand loyalty. "Effect of Endorsers on the Evaluation of Fast Moving Consumer Goods (FMCG) Advertising and Lux Soap Brand Loyalty in Communities in the Regional Area of Jember" (Hariyana et al., 2020) in their study provides evidence that consumers trust recommendations from influencers and value authentic user experiences shared on social media platforms.

According to Moolla, et al., (2012), research on brand loyalty that is limited to the FMCG industry is not well documented (A. I. Moolla&Bisschoff, 2012). Even little study has been done on determining and ranking brand loyalty factors in the FMCG industry, making it more difficult to evaluate brand loyalty in this industry. The article "A model to measure the brand loyalty for fast moving consumer goods" (A. Moolla et al., 2012) contributes to the creation of a model to assess brand loyalty, the discovery of the structures that drive brand loyalty-related behaviour, and the ranking of the most significant brand loyalty influencers in the FMCGs sector. In their other reports, "An Empirical Model That Measures Brand Loyalty of Fast-moving Consumer Goods" (A. I. Moolla & Bisschoff, 2013) offers a diagnostic brand loyalty tool for managerial decisions-taking and may be used in extended brand loyalty study by academics and brand researchers. In the other study, "The Impact of Social Media Marketing on Brand Loyalty in Fast-Moving Consumer Good (FMCG) Markets" (Abasyn & Huseynov, 2020) the 'Confirmatory Factor Analysis' and 'Structural Equation Model' techniques were used. In fact, depending on the precise research objectives and the type of study, the methods and processes used to examine brand loyalty in the FMCG market might vary. Surveys and questionnaires, focus groups, interviews, observational studies, and experimental studies are a few of the approaches

and procedures that are frequently employed. Many researchers have also used a combination of multiple research techniques to gain a holistic understanding of brand loyalty in the FMCG sector.

CSR (Corporate Social Responsibility) involves initiatives that go beyond legal obligations and aim to contribute to the well-being of society and the environment. In the FMCG sector, where brands compete for the attention and loyalty of consumers, it can play a significant role in shaping consumer perceptions and preferences. Likewise, the article, "A Study on Effect Of Corporate Social Responsibility on Brand Trust & Brand Loyalty In FMCG Sector" (Pallavi & Kaushal, 2016) states that consumers are increasingly concerned about a company's image and its contributions to societal issues and that companies should pay attention to social initiatives in addition to their economic profits. In the same way, the paper "Connecting the Bridge between corporate social responsibility and brand loyalty with mediating factor corporate Branding in FMCG sector –India" (Menaga & Vasantha, 2021), indicates that CSR initiatives promote consumer brand loyalty for an organization's goods and services and that consistent corporate branding is necessary to maintain consumer awareness. It suggests that businesses should focus on and market their goods and services, raise awareness of their new CEO, hold regular meetings involving stakeholders, and promote their CSR initiatives in order to develop effective corporate branding.

6 CONCLUSION

Thus, to conclude, it can be summed up that this paper offers a comprehensive analysis of the prior research on brand loyalty towards the FMCGs throughout the study period. This systematic literature review has shed light on brand loyalty's complex and dynamic nature towards Fast-Moving Consumer Goods (FMCG). It is clear from the study of many researchers that brand loyalty is a complex phenomenon driven by several factors, such as product quality, pricing, brand reputation, and customer attitudes. The results emphasize how critical it is to build a strong brand image and develop enduring emotional ties with customers. Additionally, new developments like the impact of digitalization and the rise of social media give chances and difficulties for FMCGs firms to interact with people. By understanding the underlying mechanisms and leveraging the insights gained from this review, businesses can develop targeted approaches to cultivate lasting connections with consumers and cultivate enduring brand loyalty in the FMCGs sector. By synthesizing existing knowledge and providing evidence-based recommendations, FMCG companies can enhance their brand loyalty strategies and cultivate enduring customer relationships. This systematic literature review also serves as a reference point for researchers to build upon previous studies, identify research gaps, and propose new research directions.

In spite of the significance of this systematic review for market practitioners and future researchers, the paper does have some limitations as well. First, the study was conducted on journal articles only, excluding conference papers, book chapters,

dissertations, and commercial papers. Second, while additional sources of databases could have relevant material on the topic, the study search was only conducted in Scopus, Web of Science and Google Scholar. Third, for practical purposes, the search was restricted to English-language items.

For the future direction of systematic review, future researchers can include different types of papers like conference papers, book chapters, dissertations, theses and reports from various collections of databases and sources in addition to the four databases used in this study. Future research can focus on a detailed examination of the methodology and model used by existing literature on this study area. Future researchers can use a few other keywords to select the articles for analysis, which might offer in-depth comprehension of brand loyalty in the FMCGs sector.

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