

## **An Empirical Model That Measures Brand Loyalty of Fast-moving Consumer Goods**

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**ABSTRACT** A model to measure the brand loyalty of Fast-moving Consumer Goods (FMCG) was developed by researching historical brand loyalty models, by identifying brand loyalty influences, by validating the measurement criteria and, ultimately, by constructing a structural equation model. Twelve brand loyalty influences were included in the model, two of which further possess sub-influence qualities. The model shows good fit indices with the Comparative Fit Index (0.815), while the secondary fit indices RMSEA (0.131 within a small margin of 0.018) and Hoelter (77 at  $p \leq 0.01$ ) also show satisfactory model fit. Management can use the model as diagnostic brand loyalty tool in managerial decision-making, while academics and brand researchers could apply the model in extended brand loyalty research.