

Validating a Model to Measure the Brand Loyalty of Fast Moving Consumer Goods

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ABSTRACT The objective of this paper is to validate a conceptual model to measure brand loyalty. The empirical process of validation is based on literature research. The model was tested amongst a sample of 550 managers and 541 completed the questionnaires (response rate of 98%). The validation process aimed to validate the items that measure each of the brand loyalty influences; assess the sampling adequacy; test the applicability of the data for multivariate statistical analysis; determine the importance of each of the brand loyalty influences; and test the reliability of each of the brand loyalty influences in the model. All these objectives were met. This culminated in the final result, namely that the model to measure brand loyalty was proven statistically to be a valid and reliable model that can be used to measure brand loyalty. The research is of value to managers, academia and researchers.