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Empirical Evaluation of a Model That Measures the Brand Loyalty for Fast Moving Consumer Goods

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ABSTRACT The objective of this paper is to evaluate the model to measure brand loyalty. This is achieved by using the model to measure three fast moving consumer goods (toothpaste, bread and coffee) and apply the model to measure the brand loyalty influences and their measuring criteria. If the model remains valid when applied to different FMCG products, and measures brand loyalty of the three products successfully, it implies that the model is a generic rather than specific managerial tool in the FMCG industry. The results obtained from the research in this article shows that the model to measure brand loyalty were successful and remained valid in the case of all three the products. The results are promising, showing that the model to measure brand loyalty strives towards a generic tool that can be applied in the FMCG industry in different products. However, the model needs to be scrutinised further by exposing it to a wide range of FMCG products to ensure that it really is applicable to all FMCG products. Managers will find the model valuable because they can apply the model to determine which specific influences are the most important for their products or services, while also identifying where their brand loyalty fails. This research paper is an exploratory study of brand loyalty in the FMCG market which sets a scientific base for academia who wants to further research the concepts of brand loyalty and brand management. In addition, the model sets a scientific base for academia who wants to further research the concepts of brand loyalty and brand management.