Impact Of Brand Loyalty On Buying Behavior Of Consumers For Fmcg- Hyderabad Region

Dr. P. Subramanyam

Associate Professor & HOD Department of Business Administration Annamacharya Institute of Technology and Sciences, Rajampet e-mail: psubramanyam1983@gmail.com

Abstract

Aim/Purpose: - The aim of the descriptive research was to investigate "To study the impact of brand loyalty attributes on buying behavior of consumers for FMCG". The paper applies data reduction using Exploratory Factor Analysis (EFA) on a sample of 364 respondents drawn from the Hyderabad region and condenses a set of 16 brand loyalty statements converted into a five brand loyalty attributes. **Outcome: -** The study investigated the impact of brand loyalty attributes on the buying behavior of consumers for FMCG concluded that product quality had the highest impact on the buying behavior of consumers for FMCG followed by packaging and labeling, price, promotion, distribution. The study found that Packaging and Labeling, Price, Promotion, Distribution, Product Quality are impacting significantly the buying behavior of consumers for FMCG. **Research Methodology/Approach/Design: -** It is a descriptive research design and developed a closed ended questionnaire to collect the opinion of respondents. **Research Limitations/Implications: -** The study provides numerous essential insights for both practitioner and academicians. However, the researchers have confronted some issues, such as research scope limited to the region of Telangana, the outcome of the research cannot be generalized to all parts of the country. **Statistical Tools: -** Applied both descriptive and inferential statistics and tests like: Mean, SD, Factor Analysis, ANOVA, Correlation and Regression Assessment. The present study proposes a model of the impact of brand loyalty attributes on buying behavior of consumers for FMCG. **Generalization: -** The outcome of the research can be generalized under any

circumstance where need arises to assess the buying behavior of consumers with respect to brand loyalty in the selected area.

Keywords: Packaging and Labeling, Price, Promotion, Distribution, Product Quality, Brand Loyalty and FMCG.

Introduction

A measure of a customer's attachment to a specific brand is called brand loyalty. The term "brand loyalty" basically describes a consumer's sustained use of a preferred brand. The definition and dimensions of loyalty are topics of considerable debate in the literature (Ball et al. 2004). Brand loyalty, according to Alhaddad, A. (2015), represents the tendency of consumers to switch to a different brand, especially when that business modifies its costs or product offerings. According to Fournier and Yao (1997), there appears to be broad consensus in the literature that brand loyalty describes a biased behavioural response to select one brand from a group of rival brands, which is consistent with Alhaddad's (2015) definition of loyalty.

Brand loyalty has a lot of benefits. Primarily, it is obvious that keeping customers is less expensive than finding new ones, and current customers act as a significant barrier to entry for rivals in part because it is frequently prohibitively expensive to convince existing ones to switch allegiances Mellens, M., Dekimpe, & Steenkamp, J. B. E. M. (1996). Furthermore, brand loyalty and trade leverage provide a company can guarantee preferred shelf space for its products, giving it time to respond to developments made by competitors.

Literature Review

The American Marketing Association (AMA) provided one of the first definitions of a brand that was widely accepted in the 1990s. Their definition of a brand is as follows: "A brand is a name, concept, sign, symbol, design, or a combination of the above, which identifies the products or services of one or a group of sellers and differentiates them from competing products and services" (Catic, L., & Poturak, M., 2022). According to Kotler and Keller (2006), it is more specifically "a product or service with additional dimensions, which in a certain way set them apart from other products and services designed to satisfy the same need." The brand's idea and spirit, however, have undergone major modification recently. The brand is now seen as a tool that adds

value for customers and considerably raises the company's competitiveness on the market rather than just a name, concept, sign, symbol, or any other attribute. Many marketers and researchers are becoming more interested in the idea of brand equity since it was first introduced in the 1980s, following the implementation of various business arrangements in the form of mergers and acquisitions (Cobb-Walgren et al., 1995). Because of this, brand value is defined in a variety of ways today. One of the fundamental ones is that brand value denotes extra value that is "gifted" to goods or services. It concerns the "superior value that the company realizes from having a product with a recognizable name, i.e., from a product that differs from other products and services designed to satisfy the same need" (Kotler and Keller, 2006).

Alternatively, brand value is described by Crescitelli and Figueiredo (2009) as "a set of claims and liabilities associated with the brand, its name, and symbol, which are added to or deducted from the value of the delivered products and services of the company." In other words, a brand's worth is determined by its strengths and shortcomings, which raise or lower the value of the associated good or service for the business or its clients. These and all other definitions lead to the conclusion that brands are the most valuable assets of businesses, and that any company's primary objective should be to develop their superior values. According to Faircloth (2001), "Brand value resides in the awareness of current or potential consumers and their direct or indirect experiences with it." Therefore, brands have successfully built higher brand value for consumers if they develop long-lasting, powerful, and distinctive ties with consumers, enabling them to readily recognise them from other competing brands. In other words, better value is something that goes above and beyond what the customer expects, not just in the immediate transaction but also over time. It indicates a need that customers have but can't get from other industry competitors. Because consumers satisfy their varied needs and aspirations in this way, "the purpose of every firm is to generate and give that value to its consumers. This approach results in a high level of client loyalty and happiness, which generates lucrative business (Kim and Kim, 2004). According to Coelho et al. (2018), brand loyalty refers to "the relationship a consumer has with a brand". According to Atulkar (2020), "brand loyalty represents a consumer's tendency to buy a brand". The company can do research "to determine whether its consumers

promote its product more or the products offered by the competition" (Coelho et al., 2019) if its objective is to assess the strengths and weaknesses of the loyalty of its customers. Additionally, according to Bairrada et al. (2018), it "aggregates consumer attitudes and impressions about brand attributes from numerous prior situations." "Behavioral loyalty represents consumers' repeated purchase intention," claim Diallo et al. (2020).

Brand loyalty is determined by the likelihood that customers would continue to use a certain brand's products in the future, "regardless of changes in market circumstances and marketing efforts of competitors, who offer the same product category" (Aaker, 1991). This dimension, according to Oliver (1997), relates to consumers' intentions to be brand loyal, so that their first preference will always be to buy the same brand. This distinguishes between consumers who are loyal and those who are not (Bowen and Shoemaker, 1998). This concept emphasises two distinct characteristics of brand loyalty that have previously been examined in many research (Bandyopadhyay et al., 2005; Moreau et al., 2001), among other things. According to Baloglu (2002), "it is about the frequency of purchases of a particular brand (e.g. behavioural loyalty) and about the favourable attitudes of consumers towards the same brand, which at the same time provide reasons for its purchase." By combining these two factors, a business may quickly ascertain how brand-loyal its customers are and, in turn, assess whether there is a correlation between that loyalty and the brand's overall worth. According to Umar et al. (2012), this dimension significantly increases the value of the brand and/or the business that supports it by securing a big number of loyal customers over an extended period of time. As a result, the business has consistent revenue and expense savings in marketing. Retaining existing customers is less expensive than luring in new ones, and existing customers are more likely to promote a certain brand to their friends and acquaintances. According to Moller Jensen and Hansen (2006), they "were involved in the research of brand loyalty, i.e., that loyalty's measurement, which is carried out in different ways according to specific segments of the market, and for this reason, it is necessary to define the factors that influence consumers in the marketing environment and foster their loyalty." The goals of the work and the initial hypotheses for further investigation were established

based on the previously reviewed literature and the topic of this study.

Research Gap

This study looks at the impact of brand loyalty on customers' purchasing decisions in the Fast Moving Consumer Goods (FMCG) market. According to Dick and Basu (1994), the major goal of a company's marketing efforts is frequently to increase, maintain, or develop the loyalty of its customers to its goods and services. Brand loyalty is more crucial than ever because there is less product differentiation, more competition, and an increasingly volatile market. Understanding the elements that lead to the development of that loyalty is essential if successful marketing strategies are to be developed in the pursuit of that loyalty. While a significant amount of research has been conducted on brand loyalty, the study of how brand loyalty evolves from the viewpoint of consumers has received less attention. The aims to bridge this disparity by providing fresh empirical data on the development of brand loyalty in FMCG markets, with a focus on the role that bond play in loyalty formation.

Research Problem

As is clear from the preceding definition, numerous studies have attempted to examine different facets of brand loyalty on a global scale. But, compared to western or more developed nations, one has yet to find almost identical study on brand loyalty in the State of Telangana or at the federal level in India. This is because calling and labelling have not yet taken off in poorer countries like ours. In light of this, the researcher has made the decision to start a study that will involve a complete and in-depth analysis of the brand loyalty behavioral pattern of consumers in Hyderabad City's FMCG sector. In fact, research studies from around the world give the already written books a new perspective and shed light on a previously unstudied part of associated people's behaviors when using a product or service. Therefore, it is difficult to overstate the significance of such findings.

Research Objectives

1. To identify the brand loyalty attributes in retail sector.
2. To study the impact of brand loyalty attributes on buying behavior of consumers for FMCG.

Research Hypothesis

H01: There is no significant relationship between brand loyalty attributes and buying behavior of consumers towards FMCG.

- $H0_{1.1:}$ There is no significant relationship between product quality and buying behavior of consumers for FMCG.
- $H0_{1.2:}$ There is no significant relationship between price and buying behavior of consumers for FMCG.
- $H0_{1.3:}$ There is no significant relationship between promotion and buying behavior of consumers for FMCG.
- $H0_{1.4}$: There is no significant relationship between distribution and buying behavior of consumers for FMCG.
- $H0_{1.5}$: There is no significant relationship between packaging and labeling and buying behavior of consumers for FMCG.

Methodology

The study is descriptive and empirical in character. Since the variables in the study are continuous, a quantitative research design has been used. The authors of this study want to know how much brand awareness and brand loyalty affect consumer purchasing behavior. In Hyderabad, a self-developed questionnaire based on the literature was used to assess FMCG consumers' brand awareness, brand loyalty, and purchasing patterns. 364 individuals from various parts of the city took out the survey. The data from the respondents was gathered using a practical sampling technique. The SPSS programme and a few statistical procedures, including the Reliability Test, Exploratory Factor Analysis, and Regression Analysis, were used to analyze the acquired data.

Data Analysis & Results

Reliability Test

Table: 1. Case Processing Summary

		N	%
Cases	Valid	364	100.0
	Excluded[a]	0	.0
	Total	364	100.0

a. Listwise deletion based on all variables in the procedure.

Table: 2. Reliability Statistics

Cronbach's Alpha	N of Items
.816	16

The internal consistency of the questionnaire of 16 items with a value of the Cronbach's Alpha is 0.903, which shows that data is 81.6 percent reliable.

Exploratory Factor Analysis

Factor analysis is a data reduction technique to find a few factors that account for the majority of the variation seen in a large number of obvious variables. It makes an effort to pinpoint the underlying variables or elements that account for the correlational pattern among a group of measured variables. Additionally, it aids in identifying patterns among the variables and facilitates additional research into the crucial underlying elements that account for the majority of variation. In a Rotated Component Matrix table, the factors have been highlighted. By comprehending and interpreting the factors, IBM (SPSS) classifies the factors. Factor loads in factor analysis have aided the researcher in classifying the components. To determine the elements that have the most impact on customers' FMCG purchase decisions, the researcher conducted a factor analysis.

Table: 3. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.591
Bartlett's Test of Sphericity	Approx. Chi-Square	613.192
	df	120
	Sig.	.000

Prior to factor analysis, the KMO-Bartlett test must be used to determine whether the data are eligible. The multivariate normality and sampling adequacy of the variables are measured by this test. This study's KMO value, which is 0.591 > 0.5, indicates that the sample size was sufficient. A value of 0.000 < 0.05 for the Bartlett's Test of Sphericity indicates multiple normality among the variables. Therefore, factor analysis is thought to be a suitable technique for additional data analysis.

Eigen Values

The variables' counts from the Factor Analysis are the initial components. The 16 variables won't all be used, though. In the current study, the pertinent variables will be combined to extract only the 5 components. The variances of the factors are the Eigenvalues. The Eigenvalue can be found in the total column. The first factor will always have the highest Eigenvalues because it accounts for the most variance. As much of the remaining variance will be accounted for by the following factor as it is able to do, and so on through the final component. The percentage of variance shows the percentage of overall variance that each component accounts for, and the cumulative percentage shows the total percentage of variance that the current and previous factors account for. The first five components in the current study account for 48.848% of the difference. The rotation sums of the squared loading display the variance distribution after the varimax rotation with Kaiser Normalization. Maximizing the variation of each factor is the aim of the varimax rotation.

Table: 4. Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.027	12.670	12.670	2.027	12.670	12.670	1.926	12.039	12.039
2	1.722	10.764	23.434	1.722	10.764	23.434	1.497	9.356	21.395
3	1.537	9.604	33.039	1.537	9.604	33.039	1.490	9.314	30.709
4	1.332	8.326	41.365	1.332	8.326	41.365	1.457	9.105	39.815
5	1.197	7.483	48.848	1.197	7.483	48.848	1.445	9.033	48.848

6	1.028	6.425	55.273						
7	.953	5.955	61.228						
8	.863	5.395	66.623						
9	.823	5.141	71.764						
10	.781	4.878	76.642						
11	.719	4.495	81.137						
12	.687	4.291	85.428						
13	.666	4.162	89.590						
14	.632	3.951	93.541						
15	.537	3.355	96.896						
16	.497	3.104	100.000						

Extraction Method: Principal Component Analysis.

Kaiser Normalization along with Varimax Rotation have been used to retrieve five components. Each factor is made up of all the variables having factor loadings greater than 0.5. 16 variables were combined to create five components. Five factors were selected from the 16 variables that were used in the study. Of the variation in brand loyalty qualities, 48.848% could be explained by these five extracted variables.

Rotated Component Matrix

The rotated component matrix's rotated factor loadings represent the correlations between the factors and the variables. Out of the total factor, the rotational factors are displayed in the factor column. These basic variables were applied as the final variable following data compression.

Table: 5. Rotated Component Matrix[a]

Statements	Component				
	F1	F2	F3	F4	F5
Brand tenders good quality of products	.680				
Brand is extensively available in stores	.668				
An extensive range of products are offered & products are of good quality	.637				
Testimonials of those who are already using the brand	.517				
Products of the brand are identical for me		.710			
Advertisements of the brand draw me to purchase more often		.618			
Clear information on the package regarding its contents and product use		.585			
Packaging of the branded products is well done and beautiful			.733		
Unique Discounts are available on the brand			.660		
Brand offers options of various well-situated to use packages			.507		
Advertisements of the brand are striking				.733	
Brand provides good worth for money				.550	
Incremented price of the brand is due to superior quality so I do not mind paying a higher price for it					.671
Brand has good store locations which are easy to contact					.524
Extraction Method: Principal Component Analysis. **Rotation Method:** Varimax with Kaiser Normalization.					
a. Rotation converged in 7 iterations.					

The correlation between the variables and each of the retrieved factors is shown in the aforementioned matrix. Each variable typically has a high load on one factor and a low load on the other

factors. The variable with the highest value in each row is chosen to be a component of each factor in order to identify the variables that make up that factor. The 16 variables have been grouped into 5 core factors, excluding low loading variables, by high lightening the values in each of the rows.

Naming of the Factors

Table: 6. Naming of the Factors

S. No.	Statements	Eigen Values	Factor Name
1	Brand tenders good quality of products	.680	**Product Quality**
	Brand is extensively available in stores	.668	
	An extensive range of products are offered & products are of good quality	.637	
	Testimonials of those who are already using the brand	.517	
2	Products of the brand are identical for me	.710	**Price**
	Advertisements of the brand draw me to purchase more often	.618	
	Clear information on the package regarding its contents and product use	.585	
3	Packaging of the branded products is well done and beautiful	.733	**Packaging and Labeling**
	Unique Discounts are available on the brand	.660	
	Brand offers options of various well-situated to use packages	.507	
4	Advertisements of the brand are striking	.733	**Promotion**
	Brand provides good worth for money	.550	

5	Incremented price of the brand is due to superior quality so I do not mind paying a higher price for it	.671	**Distribution**
	Brand has good store locations which are easy to contact	.524	

Multiple Linear Regression

In order to access the impact of independent variables on buying behavior of consumers for FMCG as a dependent variable, enter a method of multiple linear regressions was applied.

Table: 7. Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.530[a]	.585	.577	1.252	1.857

a. Predictors: (Constant), Packaging and Labeling, Price, Promotion, Distribution, Product Quality

b. Dependent Variable: Buying Behavior of consumers for FMCG

- **R:** R represents the multiple correlations co-efficient with the range lies between -1 and +1. Since the R-value is 0.530 means that there is a high positive relationship between the brand loyalty attributes and buying behavior of consumers for FMCG.
- **R Square:** R^2represents the coefficient of determination which lies between 0 and 1. Since the R square value is 0.585 i.e. 58.5 percent of the explained variation is there in the buying behavior of consumers for FMCG.
- **Durbin-Watson statistic:** From the above table. 7 the Durbin-Watson statistic value is 1.857. It is closer to the standard value 2. So, that the assumption has almost certainly been met.

Table: 8. ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	182.067	2	36.413	23.243	.000[b]

	Residual	802.128	361	1.567		
	Total	984.195	363			

a. Dependent Variable: Buying Behavior of consumers for FMCG
b. Predictors: (Constant), Packaging and Labeling, Price, Promotion, Distribution, Product Quality

The regression model's F statistics are statistically significant at 0.05 levels, according to the ANOVA (Table 8), suggesting that the regression equation has a good fit. The model possesses statistical significance.

Table: 9. Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.657	.202		8.184	.000
	Product Quality	.043	.052	.043	3.826	.013
	Price	.160	.055	.149	2.903	.004
	Promotion	.077	.047	.076	1.624	.002
	Distribution	.188	.048	.182	3.895	.000
	Packaging and Labeling	.310	.045	.303	6.866	.000

a. Dependent Variable: Buying Behavior of consumers for FMCG
Table 9 denotes standardized regression coefficients which show the strength of impact and its positive/negative direction. It also comprises of t and significant values to validate the hypothesis framed to measure the significant impact of dimensions of brand loyalty on the buying behavior of consumers for FMCG.
The multiple regression equation of this model is:

$$\begin{aligned} Y = \; & 0.043\ (\text{Product Quality}) + 0.149\ (\text{Price}) \\ & + 0.076\ (\text{Promotion}) + 0.182\ (\text{Distribution}) \\ & + 0.303\ (\text{Packaging and Labeling}) \\ & + 1.657(\text{Constant}) \end{aligned}$$

$H0_{1.1:}$ There is no significant relationship between product quality and buying behavior of consumers for FMCG.
Table 9, shows Beta value as 0.043 which indicates positive impact of product quality on buying behavior of consumers for FMCG.

Since t, value is 3.826 and sig. value is 0.013 which is less than 0.05 hence product quality has a significant impact on buying behavior of consumers for FMCG. Hence, null hypothesis **$H0_{1.1}$:** stating that there is no significant relationship between product quality and buying behavior of consumers for FMCG is rejected.

$H0_{1.2}$: There is no significant relationship between price and buying behavior of consumers for FMCG.

Table 9, shows Beta value as 0.149 which indicates positive impact of price on buying behavior of consumers for FMCG. Since t, value is 2.903 and sig. value is 0.004 which is less than 0.05 hence price has a significant impact on buying behavior of consumers for FMCG. Hence, null hypothesis **$H0_{1.2}$:** stating that there is no significant relationship between price and buying behavior of consumers for FMCG is rejected.

$H0_{1.3}$: There is no significant relationship between promotion and buying behavior of consumers for FMCG.

Table 9, shows Beta value as 0.076 which indicates positive impact of promotion on buying behavior of consumers for FMCG. Since t, value is 1.624 and sig. value is 0.002 which is less than 0.05 hence promotion has a significant impact on promotion on buying behavior of consumers for FMCG. Hence, null hypothesis **$H0_{1.3}$:** stating that there is no significant relationship between promotion and buying behavior of consumers for FMCG is rejected.

$H0_{1.4}$: There is no significant relationship between distribution and buying behavior of consumers for FMCG.

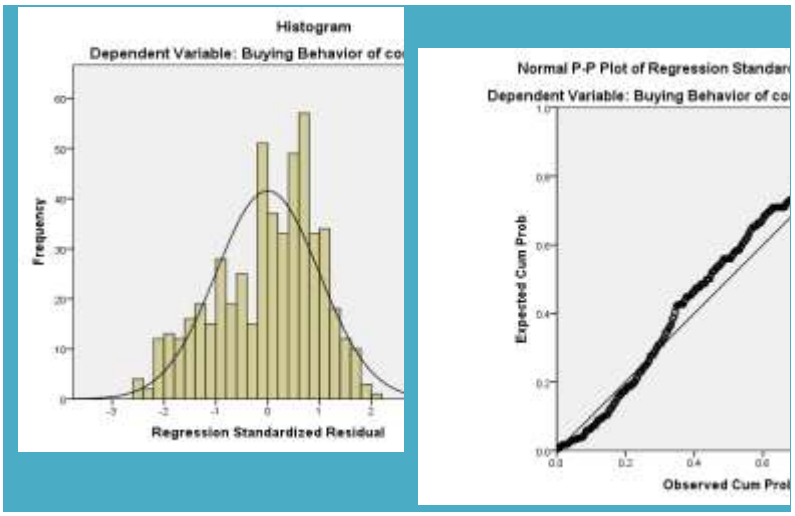
Table 9, shows Beta value as 0.182 which indicates positive impact of distribution on buying behavior of consumers for FMCG. Since t, value is 3.895 and sig. value is 0.000 which is less than 0.05 hence distribution has a significant impact on buying behavior of consumers for FMCG. Hence, null hypothesis **$H0_{1.4}$:** stating that there is no significant relationship between distribution and buying behavior of consumers for FMCG is rejected.

$H0_{1.5}$: There is no significant relationship between packaging and labeling and buying behavior of consumers for FMCG.

Table 9, shows Beta value as 0.303 which indicates positive impact of packaging and labeling on job stress. Since t, value is 6.866 and sig. value is 0.000 which is less than 0.05 hence packaging and labeling has a significant impact on buying behavior of consumers

for FMCG. Hence, null hypothesis **$H0_{1.5}$**: stating that there is no significant relationship between packaging and labeling and buying behavior of consumers for FMCG is rejected.

Histogram & Normal P-P Plot



In figure-1, shows a histogram with normal overlay of the distribution of the residuals. Normal P-P plot, the distribution is considered to be normal to the extent that the plotted points match the diagonal line.

Multiple Liner Regression Result Summary

H01: There is no significant relationship between brand loyalty attributes and buying behavior of consumers towards FMCG.			
Hypothesis	**Sig.**	**Remark**	**R^2**
$H0_{1.1}$: $H0_{1.1}$: There is no significant relationship between product quality and buying behavior of consumers for FMCG.	.013	Rejected	.530
$H0_{1.2}$: There is no significant relationship between price and buying behavior of consumers for FMCG.	.004	Rejected	
$H0_{1.3}$: There is no significant relationship between promotion and buying behavior of consumers for FMCG.	.002	Rejected	
$H0_{1.4}$: There is no significant relationship between distribution	.000	Rejected	

and buying behavior of consumers for FMCG.			
$H0_{1.5}$: There is no significant relationship between packaging and labeling and buying behavior of consumers for FMCG.	.000	Rejected	

Suggestions

- Customer satisfaction companies should understand customer-specific needs, provide good quality products.
- Handle the customer complaints or problems in a friendly manner.
- Perceived good product performance is a key driver of brand loyalty and also significantly influences customer satisfaction.

Conclusion

Brand Loyalty of consumers tend to be showing an increasing trend due to many benefits such as saving time evaluating the alternate products, sophisticated advertising appeals, sales promotion tactics etc. The study investigated the impact of brand loyalty attributes on the buying behavior of consumers for FMCG concluded that product quality had the highest impact on the buying behavior of consumers for FMCG followed by packaging and labeling, price, promotion, distribution.

References

1. Ball, D., Coelho, P. S., & Machás, A. (2004). The role of communication and trust in explaining customer loyalty: An extension to the ECSI model. European journal of marketing, 38(9/10), 1272-1293.
2. Alhaddad, A. (2015). Perceived quality, brand image and brand trust as determinants of brand loyalty. Journal of Research in Business and Management, 3(4), 01-08.
3. Fournier, S., & Yao, J. L. (1997). Reviving brand loyalty: A reconceptualization within the framework of consumer-brand relationships. International Journal of research in Marketing, 14(5), 451-472.
4. Mellens, M., Dekimpe, M., & Steenkamp, J. B. E. M. (1996). A review of brand-loyalty measures in marketing. Tijdschrift voor economie en management, (4), 507-533.

5. Catic, L., & Poturak, M. (2022). Influence of brand loyalty on consumer purchase behavior. International Journal of Research in Business and Social Science (2147-4478), 11(8), 83-91.
6. Kotler, P., & Keller, K. L. (2006). Marketing management 12e. New Jersey.
7. Cobb-Walgren, C. J., Ruble, C. A., & Donthu, N. (1995). Brand equity, brand preference, and purchase intent. Journal of advertising, 24(3), 25-40.
8. Crescitelli, E., & Figueiredo, J. B. (2009). Brand equity evolution: a system dynamics model. BAR-Brazilian Administration Review, 6, 101-117.
9. Faircloth, J. B., Capella, L. M., & Alford, B. L. (2001). The effect of brand attitude and brand image on brand equity. Journal of marketing theory and practice, 9(3), 61-75.
10. Kim, W. G., & Kim, H. B. (2004). Measuring customer-based restaurant brand equity. Cornell hotel and restaurant administration quarterly, 45(2), 115-131.
11. Catic, L., & Poturak, M. (2022). Influence of brand loyalty on consumer purchase behavior. International Journal of Research in Business and Social Science (2147-4478), 11(8), 83-91.
12. Bairrada, C. M., Coelho, F., & Coelho, A. (2018). Antecedents and outcomes of brand love: Utilitarian and symbolic brand qualities. European Journal of Marketing, 52(3/4), 656-682.
13. Aaker, D. (1991). Brand equity. La gestione del valore della marca, 347, 356.
14. Oliver, R. L., Rust, R. T., & Varki, S. (1997). Customer delight: foundations, findings, and managerial insight. Journal of retailing, 73(3), 311-336.
15. Bandyopadhyay, S., Maulik, U., Holder, L. B., Cook, D. J., & Getoor, L. (2005). Link-based classification. Advanced methods for knowledge discovery from complex data, 189-207.
16. Moreau, C. P., Markman, A. B., & Lehmann, D. R. (2001). “What is it?” Categorization flexibility and consumers' responses to really new products. Journal of Consumer Research, 27(4), 489-498.
17. Baloglu, S. (2002). Dimensions of customer loyalty: Separating friends from well-wishers. Cornell Hotel and Restaurant Administration Quarterly, 43(1), 47-59.
18. Møller Jensen, J., & Hansen, T. (2006). An empirical examination of brand loyalty. Journal of Product & Brand Management, 15(7), 442-449.