

Analyzing the Effect of the Quality FMCG Products on Customer Loyalty and Repurchase Intention

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Abstract

This research paper investigates the relationship between the quality of Fast-Moving Consumer Goods (FMCG) products and customer loyalty, along with repurchase intention. With increasing competition and consumer awareness, the quality of FMCG products has become a critical factor influencing consumer behavior. This study employs a mixed-methods approach, integrating quantitative surveys and using secondary data. The quantitative phase involves surveying a diverse sample of consumers to assess their perceptions of FMCG product quality, loyalty toward brands, and intentions to repurchase. We employ statistical analyses such as regression analysis, correlation tests, and structural equation modeling to examine the relationships between these variables. The findings of this study contribute to both academic literature and managerial practices in the FMCG industry. Understanding the impact of product quality on customer loyalty and repurchase intention can help companies devise effective marketing strategies, product development initiatives, and customer relationship management tactics to enhance brand loyalty and drive repeat purchases. Additionally, this research sheds light on consumer preferences,

perceptions, and decision-making processes in the context of FMCG products, offering valuable insights for marketers seeking to gain a competitive edge in the marketplace.

Keywords: Customer Loyalty, Repurchase Intention, FMCG Products,

Introduction

In the dynamic landscape of the Fast-Moving Consumer Goods (FMCG) industry, customer loyalty and encouraging repurchase intention are paramount for brands striving to retain market share and drive profitability. With an abundance of choices and readily available information, consumers are more discerning, and the quality of FMCG products has become a central factor influencing their purchase decisions and brand loyalty (Kotler & Keller, 2020). Understanding the relationship between product quality, customer loyalty, and repurchase intention is critical for FMCG companies aiming to thrive in this competitive environment. Customer loyalty, characterized by repeat purchasing and a commitment to a brand, is essential for sustaining competitive advantage (Hanaysha, 2018). High-quality FMCG products enhance satisfaction and strengthen trust in the brand, which can translate into enduring loyalty and increased repurchase likelihood (Huang & Huddleston, 2021). The importance of quality in driving customer retention is well-documented, suggesting that consumers are more likely to develop positive emotional connections with brands that deliver consistent quality (Chaudhuri & Holbrook, 2001). By systematically analyzing the impact of FMCG product quality on customer loyalty and repurchase intention, this study aims to offer insights relevant to strategic marketing and brand management in the FMCG sector. The significance of this research lies in its exploration of how quality, as a crucial driver of consumer perception, impacts loyalty behaviors in FMCG products. FMCG companies operate in a highly competitive sector, where customer loyalty can be leveraged as a foundation for sustained growth (Keller, 2013). Loyal customers not only contribute to stable revenue but also often act as advocates for the brand, reinforcing its reputation through positive word-of-mouth (Oliver, 1999). By discerning the quality-driven mechanisms that underlie customer loyalty, FMCG companies can effectively focus on the attributes that matter most to consumers, thus aligning their strategies with customer expectations.

Quality is not merely a determinant of satisfaction; it is integral to the entire customer experience, impacting both immediate purchase decisions and longer-term loyalty (Zeithaml, 1988). In the

FMCG sector, characterized by frequent purchases and low involvement, high-quality products create a positive cycle where satisfaction reinforces loyalty, and loyalty, in turn, strengthens repurchase intentions. The interplay between these variables has been noted in various studies that emphasize the role of perceived quality in shaping consumer preferences (Dodds et al., 1991). When consumers perceive consistent quality, their emotional bond with the brand intensifies, making them more resilient to competitive offers (Dick & Basu, 1994).

This study utilizes a mixed-methods approach to comprehensively assess the influence of FMCG product quality on customer loyalty and repurchase intentions. The combination of quantitative and qualitative methods provides a holistic understanding of the consumer decision-making process, addressing both the statistical relationships between variables and the underlying psychological motivations (Creswell, 2014). Quantitative analysis will examine correlations between quality perception and loyalty metrics, while qualitative insights will uncover the deeper, nuanced factors that drive loyalty in the FMCG context. The study will progress as follows: a review of theoretical foundations related to customer loyalty and repurchase intention will contextualize the research, followed by an explanation of the conceptual framework. The methodology section will detail the study's mixed-methods approach, and results from both quantitative and qualitative analyses will be presented. Finally, the discussion will cover the implications, limitations, and potential areas for future research. By contributing to the understanding of consumer behavior in the FMCG sector, this research aspires to offer actionable insights for both academic inquiry and practical application, supporting brands in enhancing loyalty and stimulating repeat purchases in an increasingly competitive marketplace.

Objectives of the Research

- To determine the relationship between quality of the FMCG Products on customer loyalty
- To analyze the relationship between Quality of the FMCG Products and repurchase intention

Literature Review

The literature on customer loyalty and repurchase intention emphasizes the crucial role of product quality as a primary determinant within the FMCG sector. Numerous studies highlight that high-quality products foster customer satisfaction, which subsequently strengthens loyalty. Scholars argue that quality perceptions significantly influence customers' decisions to remain with a brand amidst competitive alternatives. This review synthesizes prior research to examine the impact of perceived product quality on customer loyalty and repurchase behaviors in the FMCG industry.

Customer Loyalty

Customer loyalty is a pivotal concept in marketing theory and practice, particularly within the fast-moving consumer goods (FMCG) sector, where brands vie for consumers' ongoing patronage amidst intense competition and rapidly changing market dynamics. This literature review aims to explore the theoretical foundations, empirical evidence, and managerial implications pertaining to customer loyalty in the FMCG domain. Research in the FMCG sector has consistently highlighted the significance of product quality as a key determinant of customer loyalty. High-quality FMCG products engender trust, satisfaction, and repeat purchase behavior among consumers (Sirdeshmukh et al., 2002). Service quality, brand image, and perceived value have also been identified as influential factors in driving customer loyalty in the FMCG sector (Sharma & Patterson, 1999; Yoo & Donthu, 2001). FMCG companies can leverage insights from customer loyalty research to devise effective marketing strategies and brand management initiatives. Prioritizing investments in product quality, service excellence, and brand building efforts can enhance customer satisfaction, foster brand loyalty, and drive repeat purchases (Reichheld, 2003). Additionally, data analytics and customer relationship management (CRM) systems enable companies to personalize marketing communications, identify loyal customers, and implement loyalty programs and incentives (Verhoef et al., 2010). Customer loyalty is defined as a customer's desire to select a certain brand over another for a specific need (Chirico & Presti, 2008). According to Pierc (2008), loyalty encompasses not only the provider's behavior but also the behavioral aspects of returning customers. Customer satisfaction (Rosemary & Sohi, 1997) trust (Ponirir, Scott, & Heidt, 2009), corporate image (Islam, 2008), and corporate reputation (Tsai & Yang, 2010; Nguyen & Leblanc, 2001; Shamma & Hassan, 2009) are all factors that are used to examine client loyalty. Walsh and Beatty (2007) offer additional proof in their study on the significance of a company's reputation

in gaining both financial and customer loyalty. The standing of the company in the corporate world has a big impact on corporate devotion (Souiden, Kassim, & Hong, 2006). According to research by Bartikowski and Walsh (2011), a company's reputation directly affects its customers, resulting in a rise in customer loyalty.

H1 There is a significant positive relationship between the quality of FMCG products and customer loyalty.

The relationship between product quality and customer loyalty has been extensively explored in marketing literature, especially within the FMCG sector, where customer retention is crucial due to intense competition and relatively low switching costs. Studies suggest that product quality is a primary driver of customer satisfaction, which in turn significantly influences loyalty. When customers perceive FMCG products to be of high quality, they are more likely to develop trust and remain loyal to the brand (Kotler & Keller, 2016). Customer loyalty is a multifaceted construct that encompasses both behavioral and attitudinal dimensions. In the FMCG sector, where competition is fierce and consumer preferences are constantly evolving, fostering customer loyalty is imperative for brands seeking sustainable growth and success. By prioritizing customer-centric strategies, FMCG companies can cultivate enduring relationships with consumers, drive brand loyalty, and achieve long-term profitability.

Repurchase Intention

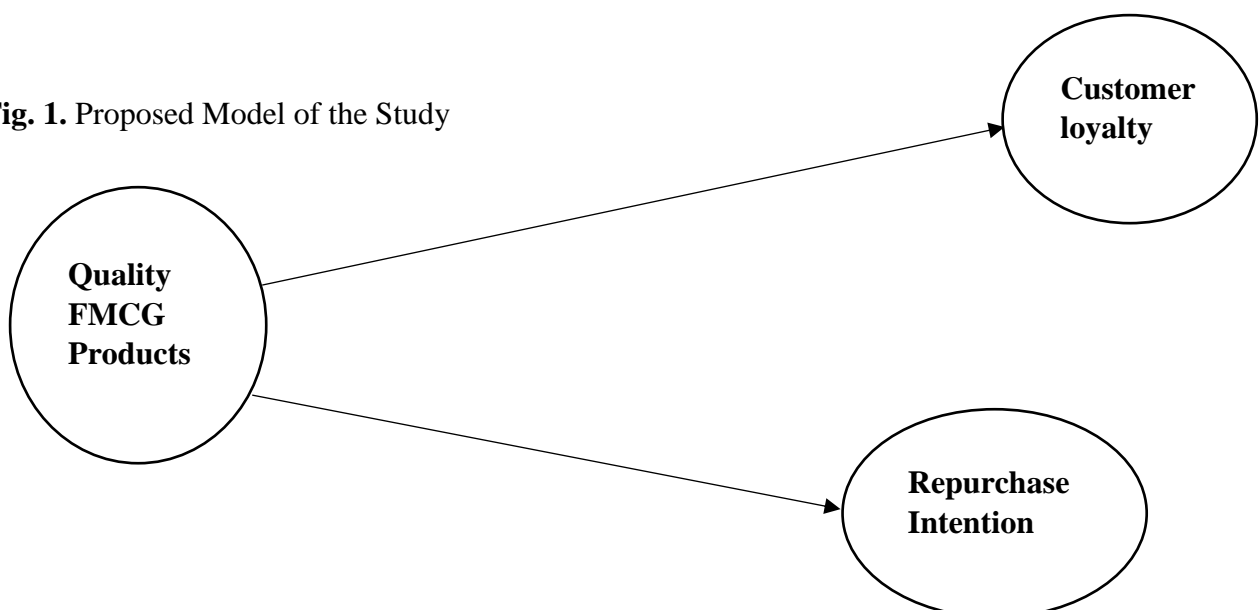
Repurchase intention is a critical aspect of consumer behavior, particularly within the fast-moving consumer goods (FMCG) sector, where brands rely on repeat purchases for sustained profitability and market share. This literature review aims to explore the theoretical foundations, empirical findings, and managerial implications pertaining to repurchase intention in the FMCG domain. Various theoretical frameworks, such as the Theory of Planned Behavior (Ajzen, 1991) and the Expectation-Confirmation Model (Oliver, 1980), often view repurchase intention through this lens. These models suggest that consumers' attitudes, subjective norms, perceived behavioral control, and post-purchase experiences influence their intentions to repurchase a product. Additionally, the Satisfaction-Loyalty Linkage model suggests that satisfaction with past purchases serves as a strong predictor of repurchase intention (Oliver, 1999). Research in the FMCG sector has highlighted several factors that influence repurchase intention among consumers. Product quality consistently emerges as a key determinant, with high-quality FMCG products garnering greater repurchase intention due to their perceived reliability, performance, and value (Sweeney & Soutar, 2001). Researchers have also found that in the FMCG context,

brand image, perceived value, and customer satisfaction positively impact repurchase intention (Martinez & Montaner, 2008; Kim et al., 2008).

H2 There is a significant positive relationship between the quality of FMCG products and the repurchase intention among consumers.

Research indicates that product quality is a key driver of repurchase intention in the FMCG sector, as consumers are more likely to repeat purchases when satisfied with product quality (Zeithaml, 1988). Studies by Dodds et al. (1991) and Cronin et al. (2000) affirm that perceived quality positively influences consumer repurchase behaviors, as high-quality products build trust and preference, encouraging ongoing brand loyalty and consistent purchasing patterns. FMCG companies can leverage insights from repurchase intention research to devise effective marketing strategies and product management initiatives. By prioritizing investments in product quality, brand building efforts, and customer satisfaction initiatives, companies can enhance repurchase intention among consumers (Homburg et al., 2005). Additionally, implementing loyalty programs, providing incentives for repeat purchases, and fostering positive post-purchase experiences can further bolster repurchase intention (Zeithaml et al., 1996). Repurchase intention is a crucial determinant of consumer behavior in the FMCG sector, reflecting consumers' likelihood to revisit and re-patronize a brand or product. By understanding the factors that influence repurchase intention, FMCG companies can develop targeted strategies to enhance customer loyalty, drive repeat purchases, and achieve sustainable growth and profitability.

Fig. 1. Proposed Model of the Study



Research Methodology

This research work is descriptive. This research aims to collect detailed information on customers' perceptions towards FMCG products, loyalty, and repurchasing intentions. The researcher has conducted an empirical study by critically analyzing and examining relevant statistical data from primary sources and related information from secondary sources.

The primary data collection includes questionnaires and expert opinions to determine customers' loyalty and repurchase intentions toward FMCG products. The literature review facilitated the selection of the study's attributes, which significantly influence loyalty and repurchasing intention.

We employed various statistical tools based on their requirements and suitability. The statistical tools employed for the study are mean, standard deviation, correlation, and regression analysis. The questionnaire included items related to demographics, FMCG products, customer loyalty, and repurchasing intention. We measured all the questionnaire items using a Likert scale, which ranged from 1 = strongly disagree to 5 = strongly agree. We collected and analyzed the data using SPSS and MS Excel software, utilizing appropriate statistical techniques. We tested the proposed model and hypotheses using structural equation modeling (S.E.M.) and PLS-SEM 4.1.0.0 software for mediation analysis.

Sampling Design

The study has adopted an approach of convenience sampling method. The convenience sampling technique was chosen because it is the most appropriate method for obtaining the exact source of the sample population willing to provide the desired information in the study. The sample population for this research consists of customers who purchase FMCG products. Neuman (2000) suggests that for populations over 10,000, researchers should sample a minimum of 10% of the population, while for populations over 100,000, investigators should sample 1%. Therefore, we decided to collect a sample of approximately 218 adventure tourists for this research.

Data Analysis Structural Model

As shown in the path diagram, evaluating the structural model means looking at the estimates and running hypothesis tests to see how the exogenous and endogenous variables are related to each other. During this process, we compare the model's estimates with the observed data to assess the model's fit to the actual relationships. We then use hypothesis tests to evaluate the statistical

significance of these relationships. The objective is to ascertain whether the data supports the proposed causal relationships in the model.

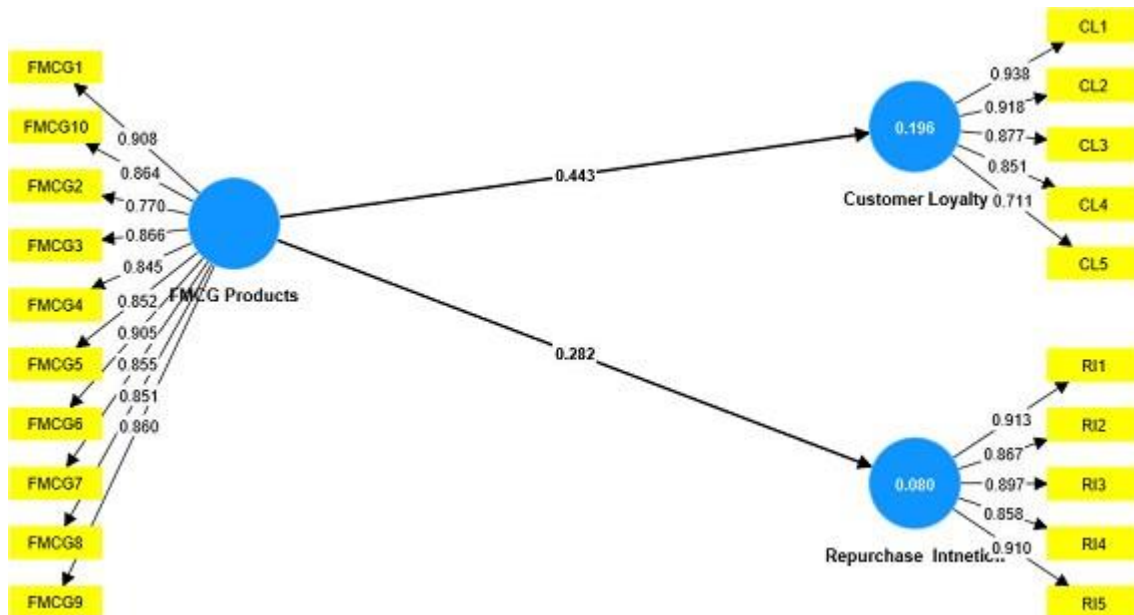


Fig.1. Construct Model

Tenenhuis et al. (2005) evaluated the goodness of fit in a global matrix, which assesses the efficiency of the entire measurement model in terms of average communality. The models' overall goodness of fit should be the starting point for model evaluation. A model has excellent fit when SRMR is less than 0.08 (Hu & Bentler, 1998). The NFI (Normed Fit Index) can range between 0 and 1. According to Bentler (1992), a value close to 0.9 is considered for model fit. The determination of the NFI thresholds for the composite model is still ongoing. In general, the usage of the NFI is still rare (Byrne, 2008).

Model Fit Analysis	
SRMR	0.079
Chi Square Value	1539.994
NFI	0.709

Convergent validity

We commonly use three main tests to assess convergent validity: Cronbach's alpha, reliability, and average variance extracted. This study evaluated internal reliability using Cronbach's alpha, a value greater than 0.7 indicating strong internal consistency and thus adequate reliability. Table 4 demonstrates that the internal consistency and reliability of this study exceed 0.7, making them suitable for further analysis. Convergent validity requires an average variance extracted greater than 0.5 and standardized factor loadings of all items not less than 0.5. If factor loadings are less than 0.5, it suggests that items contribute more to measurement error than to the variance in the constructs. In this study, all variables exhibit an average variance extracted greater than 0.5.

Convergent validity			
	Cronbach's Alpha	Reliability	Average Variance Extracted
Customer Loyalty	0.912	0.925	0.744
FMCG Products	0.96	0.963	0.737
Repurchase Intention	0.934	0.951	0.791

The structural model's main analysis focuses at how strong the explanatory power is. This is done using two metrics: the coefficient of determination (R-square) and the effect size (F-square). A higher R-square value indicates a stronger explanatory capacity of the construct (Hair et al., 2016). R-square ranges from 0 to 1, with higher values indicating a greater level of explanatory power. Table 6 displays the data, showing strong explanatory power through bootstrapping.

Model Strength		
	R-square	R-square adjusted
Customer Loyalty	0.916	0.192
Repurchase Intention	0.08	0.075

Correlationship among FMCG Products, Customer Loyalty and Repurchase Intention

It has been revealed from the data that there is a positive relationship between FMCG products and customer loyalty, and the obtained correlation value between these variables is .435. It has shown a moderate relationship between FMCG products and customer loyalty. Furthermore, the data show there is a significant relationship between FMCG products and repurchase intention, and the magnitude between customer loyalty and repurchase intention is .222, and the relationship between these two variables is positive.

Variables	Magnitude (r)	Level of significance
FMCG Products – Customer Loyalty	.435	0.000
FMCG Products – Repurchase Intention	.272	0.000
Customer Loyalty – Repurchase Intention	.222	.001

Result of Hypothesis Analysis

As shown in Figure 2, there is a positive relationship between the quality of FMCG products and customer loyalty (T-value = 8.229 > 1.96, path coefficient = 0.443, standard deviation = 0.054, P-value = 0.000 < 0.01), thus supporting H1.

In addition, there is a positive relationship between the quality of FMCG products and repurchase intention (T-value = 4.522 > 1.96, path coefficient = 0.282, standard deviation = 0.062, P-value = 0.000 < 0.01), leading to supported H2.

Hypothesis Model		
	T-Value	P-Value
FMCG Products > Customer Loyalty	8.229	0.000
FMCG Products > Repurchase Intention	4.522	0.000

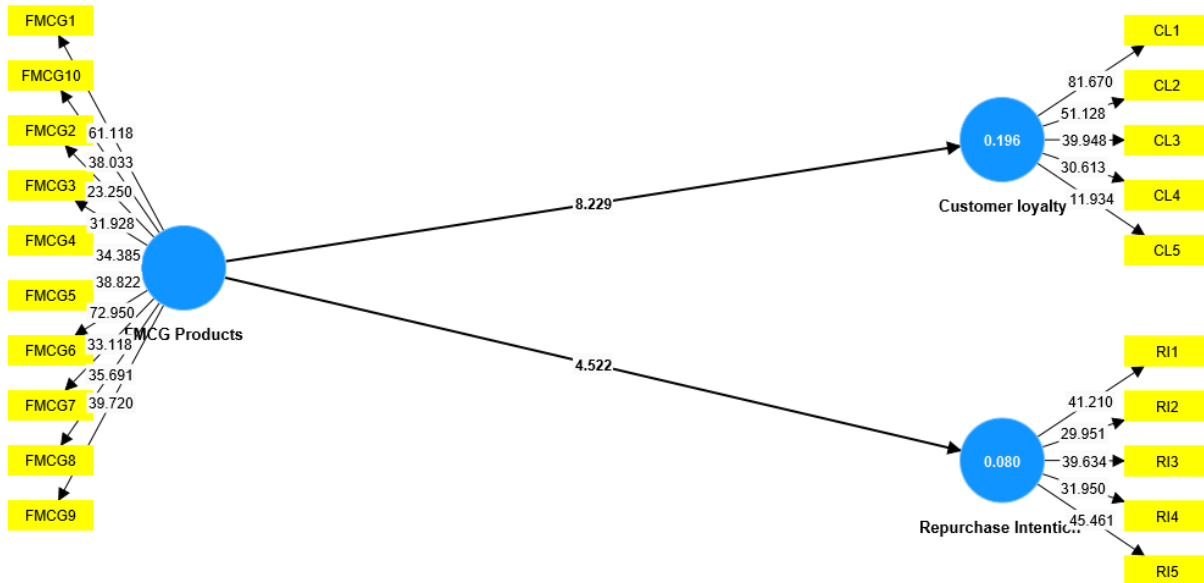


Fig. 2. Structural Model

Conclusion of the Study

This study demonstrates the enormous influence that high-quality FMCG products have on consumer loyalty and repurchase intention. The findings show that customers who believe FMCG products are of higher quality are more likely to be loyal to the brand and want to repurchase them in the future. This emphasizes the significance for FMCG firms to prioritize product quality in order to gain and retain client loyalty. Furthermore, the study reveals that improving the perceived quality of FMCG items is a viable technique for increasing customer satisfaction and repurchase intention. In addition, study might look at the precise aspects of product quality that influence customer loyalty, as well as how other factors like pricing and advertising interact with product quality to influence consumer behaviour."

Furthermore, the study demonstrates that customer happiness mediates the link between product quality and loyalty, implying that delighted consumers are more likely to stick with the company. This suggests that FMCG firms should not only focus on increasing product quality, but also on ensuring consumer satisfaction with their purchases. Furthermore, the data indicate that product quality has a bigger influence on customer loyalty than repurchase intention, implying that while quality is essential for both outcomes, it may have a greater impact on long-term loyalty.

Practically, the results of this study have several implications for FMCG companies. Firstly, they highlight the importance of investing in product quality as a means to build and maintain a loyal customer base. Companies should prioritize quality control measures and seek to continuously improve the quality of their products to meet or exceed customer expectations. Secondly, the study underscores the importance of monitoring customer satisfaction levels and addressing any issues promptly to enhance loyalty. The findings suggest that companies should consider emphasizing the quality of their products in their marketing and communication strategies to influence customer perceptions and increase repurchase intention.

This study adds to the current literature by giving empirical data on the link between product qualities, customer loyalty, and repurchase intention in the FMCG industry. The study's emphasis on the role of product quality in driving consumer behaviour provides significant insights for FMCG firms looking to improve customer loyalty and raise repurchase intention."

Theoretical and Managerial Implication of the Study

This study contributes significantly to the academic literature and practical understanding of customer loyalty and repurchase intentions in the FMCG (Fast-Moving Consumer Goods) sector. Academically, it provides a nuanced exploration of how quality perceptions influence customer loyalty and the likelihood of repurchase, addressing a gap in existing research that often focuses on broader factors such as brand image or price. By isolating product quality as a variable, the study advances knowledge on the critical elements of customer satisfaction, reinforcing the concept that product quality can serve as a unique driver of sustained customer engagement in the FMCG industry. Furthermore, it adds empirical evidence to the theory of consumer behaviour by examining the psychological factors tied to quality perception, loyalty, and repurchase, which can be valuable for researchers investigating brand-consumer relationships.

In terms of practical implications, the findings offer actionable insights for FMCG companies aiming to boost loyalty and drive repeat purchases. The study reveals that investing in high-quality ingredients, production standards, and quality control not only strengthens the brand's reputation but also builds a loyal customer base. This highlights the importance for companies to maintain consistent product standards and avoid compromising quality, as this directly

impacts customer retention. Moreover, the study suggests that clear communication of quality benefits—such as health advantages, durability, or value for money—can positively shape customer perceptions and foster a deeper connection with the brand. Marketing teams can leverage these insights to craft messages that reinforce product quality, which can increase both initial trial rates and long-term loyalty. Ultimately, by focusing on quality as a core component of brand value, FMCG companies can enhance customer satisfaction, increase repurchase intentions, and build a competitive advantage, establishing a lasting footprint in a highly competitive market.

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Declarations

Conflict of interest: The authors report there are no competing interests to declare.

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