



Impact of Brand Loyalty on Repeat Purchase Behaviour in the Packaged Fast Food Sector

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Abstract

This study looks into how brand loyalty affects consumers' propensity to make repeat purchases in the packaged fast food industry. Understanding the factors that influence client retention has become essential due to growing competition and changing consumer preferences. The study investigates the ways in which customers' decisions to repurchase particular brands are influenced by factors such as satisfaction, emotional connection, and trust. A standardised questionnaire was used to gather information from 200 respondents, and behavioural patterns and demographic characteristics were examined. The results show that recurring business and brand loyalty are strongly correlated, especially with younger customers. The report emphasises how crucial it is to uphold quality, cultivate brand affinity, and employ strategic marketing to increase consumer loyalty in the cutthroat packaged food industry.

Keywords: Branding, Brand Loyalty, Purchase Behaviour, Packaged Fast-Food, Repeat Purchase, etc.

Introduction

Over the past 20 years, the packaged fast food sector has grown rapidly due to changing consumer lifestyles, urbanisation, and rising convenience demand. As the industry becomes more competitive, businesses are working to keep their current clientele by implementing smart brand loyalty programs in addition to trying to draw in new ones. Long-term company viability depends on recurrent purchase behaviour, which is largely shaped by brand loyalty, which is described as a consumer's constant preference for one brand over others (Aaker, 1991). Brand loyalty frequently becomes the deciding factor affecting consumers' inclinations to repurchase in a market with little product differentiation.

Growing health, quality, and consistency concerns are making packaged fast food consumers pickier. However, this selectivity is influenced by customers' emotional and psychological bonds with brands as well as factors like price and taste. A practical middle ground that accommodates a fast-paced lifestyle, packaged fast food items like instant noodles, ready-to-eat snacks, and frozen dinners hold a special place between conventional home-cooked cuisine and restaurant meals. Under such circumstances, brand loyalty turns into a strategic advantage for businesses, impacting client retention and expanding market share (Keller, 2003).

The growing expenses of acquiring new customers only serve to highlight the importance of brand loyalty. A devoted clientele improves a brand's market placement by providing a consistent flow of income, lower marketing costs, and favourable word-of-mouth advertising. Even while brand loyalty is important in determining customer preferences in the packaged fast food industry, there is still a dearth of empirical research examining how it affects repeat purchase behaviour in this particular setting. By examining the relationship between customer repeat purchase habits and brand loyalty in the packaged fast food sector, this study seeks to close this gap.

Literature Review

The role of brand loyalty in influencing purchase decisions has been thoroughly studied in the literature on consumer behaviour, particularly in low-involvement product categories such as packaged goods (Jacoby & Chestnut, 1978). As a fundamental element of brand equity, Aaker (1991) emphasised the importance of brand loyalty in maintaining customer retention and boosting profitability. The brand's dominance in a competitive market is strengthened by loyal customers who are more responsive to brand expansions, less sensitive to price adjustments, and more inclined to make further purchases.

By proposing a cognitive-affective-conative paradigm in 1999, Oliver improved our knowledge of brand loyalty by describing how it progresses from a simple conviction that a



brand is better to an emotional bond and, ultimately, a behavioural commitment. This approach is especially applicable to the packaged fast food industry, where emotional fulfilment, habitual consumption, and sensory experiences all play a big role in fostering loyalty.

Convenience, flavour consistency, and perceived value are frequently the driving factors behind recurrent purchase behaviour in the context of packaged goods (Verbeke, 2005). But brand loyalty adds another level by forging an emotional connection between the customer and the company, which frequently leads to repeat business even when there are rival offers or little complaints. According to research by Chaudhuri and Holbrook (2001), two crucial elements of brand loyalty that have a direct impact on consumer behaviour are brand affect and trust. According to their research, people who are emotionally invested in a brand are more likely to recommend it to others and make repeat purchases.

Research that focusses on the fast food sector in particular, such that done by Rundle-Thiele and Mackay (2001), emphasises how important brand satisfaction and trust are to building loyalty. Loyalty in this industry's packaged segment is also influenced by the goods' perceived healthiness, availability, promotion, and packaging design (Prendergast & Pitt, 1996). All of these elements work together to influence consumer views, which in turn affect recurring business.

Furthermore, Schiffman and Wisenblit (2015) point out that brand memory and habitual behaviour play a major role in the subconscious decision-making of consumers in fast-moving consumer goods (FMCG) sectors such packaged fast food. Strong brand loyalty can therefore turn into a kind of behavioural autopilot, in which the customer chooses their favourite brand without considering other options.

Additionally, recent research highlights how social media and digital involvement strengthen brand loyalty. Particularly among younger customers who depend on influencer endorsements and peer recommendations to legitimise their brand decisions, platforms such as YouTube and Instagram are powerful marketing tools (Ashley & Tuten, 2015). Due to the constant exposure of customers to brand narratives and promotional content, this digital loyalty loop further increases the probability of repeat purchases.

Even with this expanding literature, there is still little study that focusses only on the packaged fast food industry. The majority of the current research either concentrates on quick food service restaurants or generalises to other FMCG sectors. Thus, by providing a targeted analysis of how brand loyalty influences recurrent purchase behaviour in the setting of packaged fast food—a market with distinct traits and consumer dynamics—this study adds to the body of knowledge in academia.

Objectives:

By examining consumer preferences, emotional attachment, and trust towards particular brands, as well as identifying the critical factors that influence consistent brand choice and customer retention, the main goal of this study is to investigate the impact of brand loyalty on repeat purchase behaviour in the packaged fast food industry.

Methodology:

A structured questionnaire serves as the main instrument for gathering data in this study, which employs a quantitative research technique. In order to comprehend customer behaviour in the packaged fast food industry, the study focusses on demographic factors including age, gender, income, and education. Targeting customers who often buy packaged fast food products, a non-probability convenience sampling approach will be used to gather data from a sample size of 200 respondents. This strategy guarantees pertinent information regarding the connection between recurring purchase behaviour and brand loyalty.

Data Analysis:

The association between brand loyalty and repeat purchase behaviour in the packaged fast food industry was ascertained by analysing the data gathered from 200 respondents.



Statement	Agree (%)	Neutral (%)	Disagree (%)
I trust the quality of my preferred packaged food brand	74%	18%	8%
I repurchase the same brand frequently	68%	22%	10%
I feel emotionally attached to a specific brand	60%	25%	15%
I recommend my favorite brand to others	72%	16%	12%

According to the demographic profile, 42% of the respondents were women and 58% of the respondents were men, with the majority (45%) being between the ages of 21 and 30. Brand loyalty statements including trust, contentment, and emotional attachment were evaluated using a Likert scale, with 1 denoting strongly disagree and 5 denoting strongly agree. According to the research, 60% of respondents indicated that their emotional connection to the brand was a significant effect, and 68% of respondents agreed or strongly agreed that they typically repurchase the same brand because they are satisfied with the quality of the products. Strong brand advocacy is also demonstrated by the 72% of respondents who said they would suggest their favourite brand to others. Younger customers (ages 21 to 30) exhibited a larger propensity for repeat purchases (82%) than other age groups, according to a cross-tabulation of age groups and repeat purchases. Key responses about buying behaviour and brand loyalty are compiled in the following table.

The results unequivocally show that brand loyalty and repeat purchase behaviour are positively correlated, and that the most important elements influencing brand selection in the packaged fast food industry are satisfaction and trust.

Conclusions:

According to the study's findings, brand loyalty has a big impact on consumers' propensity to make repeat purchases in the packaged fast food industry. Customers are more likely to repurchase goods from companies they believe to be reliable, emotionally relatable, and constantly provide high-quality items. The results show that brand loyalty is significantly influenced by elements including emotional attachment, brand advocacy, and satisfaction with product quality. Younger customers are an important market category for marketers since, according to the demographic data, they are also more likely to exhibit recurrent buy behaviour. All things considered, the study confirms that fostering brand loyalty is crucial for long-term client retention and competitive advantage in this sector.

Recommendations:

It is advised that packaged fast food companies concentrate on creating enduring emotional bonds with their customers by means of consistent product quality, clear communication, and customer engagement programs in light of the findings. Influencer marketing and digital platforms may be used by brands to reach younger consumers and strengthen their brand identification. Personalised offers, feedback-driven enhancements, and loyalty programs may all help to increase customer satisfaction and promote repeat business. Furthermore, being open and honest about ingredients and packaging may foster confidence, particularly with health-conscious customers, which can increase market presence and brand loyalty.

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