Factors Leading to Brand Loyalty in Selected Dairy Products in Sri Lanka

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Brand loyalty is defined as positive feelings towards a brand and the dedication to purchase the same brand repeatedly, now and in the future, regardless of a competitor's actions or changes in the environment. This study was carried out to determine the factors affecting the brand loyalty of selected dairy products in Sri Lanka. Further, the research provides information on the level of brand loyalty among existing consumers and the consumer behaviour towards these selected dairy products in Sri Lanka. The sample for this study is taken from people who consume selected dairy products; yoghurt, drinking yoghurt, or curd covering all 9 provinces of Sri Lanka, and a sample of 302 respondents was selected using the convenience sampling method. Primary data was gathered through a structured questionnaire containing likert scale and categorical questions via both the web (a Google form) and in-person surveys. The data was analysed using multiple linear regression and descriptive statistics. The results of multiple linear regression analysis denoted that the significance values of product quality (0.025), trust on the brand (0.000), and product availability (0.009) were P<0.05; and price (0.869), packaging (0.134), and advertising (0.176) were P>0.05. This result indicated that product quality, trust on the brand, and availability have statistically significant relationships with brand loyalty while expressing positive impacts on brand loyalty. Apart from that, the findings of the study indicated that existing consumers of selected dairy products are brand loyal according to the mean values of their opinions on brand loyalty. With regards to consumer behaviour towards selected dairy products, 42.4% of the respondents consumed dairy products two/three times a week, and the most consumed dairy product was yoghurt, with 75.2% of responses. Also, 60.3% of the respondents bought the dairy products from a retail shop, and 79.1% of the sample had a favourite dairy brand.

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