Factors Leading to Brand Loyalty in Selected Dairy Products: A Study in Sri Lankan Perspective

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The Brand loyalty is defined as positive feelings towards a brand and the dedication to purchase the same brand repeatedly now and in the future from the same brand, regardless of a competitor's actions or changes in the environment. Dairy products are an integral part of food consumption and contain many nutrients like protein, calcium, phosphorus, vitamins and provide a quick and easy way of supplying these nutrients to the diet within relatively few calories. This study was carried out to determine the factors affecting the brand loyalty of selected dairy products; yoghurt, drinking yoghurt, and curd in Sri Lanka. Also, the research is provided information on the level of brand loyalty among existing consumers and the consumer behaviour towards these selected dairy products in Sri Lanka. The population of this study is taken from people who consume yoghurt, drinking yoghurt and curd in Sri Lanka and a sample of 302 respondents was selected using the convenience sampling method. Primary data was gathered through a structured questionnaire, both online (using Google form) and physically and the data was analysed using regression analysis The results indicated that product quality, trust on the brand, and availability have statistically significant relationships with brand loyalty and all three significant independent variables have a positive relationship with brand loyalty. Other than that, the findings of the study indicated that consumers of selected dairy products are brand loyal according to their behaviour when purchasing dairy products. When it comes to consumer behaviour towards selected dairy products, the majority of the respondents were consumed dairy products two or three times a week, and the most consumed dairy product was yoghurt. Also, most of the respondents bought the dairy products from a grocery store or retail shop, and most of them had a favourite dairy brand.

**Keywords:** brand loyalty, consumer behavior, curd, dairy products, yoghurt