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## Impact of Brand Awareness and Brand Loyalty on Consumer Purchase decision: A study on FMCG products

### Abstract :

*As a result of globalization, the local and the international competition have increased and in order to survive this extensive competition, organizations need certain distinguishing elements that will cause their consumers to keep buying their products. In this era of enormous competition some of the traditional ways of attaining a competitive advantage such as price differentiation and product quality is no longer sufficient to ensure the success of a product. Corporates are now realizing that the worth of any organization is tied to its brands which are competent to satisfy the needs of the consumers. This study analyses the impact of brand awareness and brand loyalty on the consumer purchase decision for the FMCG products. The sample size for this study is 160 FMCG consumers of Bangalore city. A self-prepared questionnaire based on the literature was used for the study. Cronbach alpha coefficient was used for measuring the reliability of the questionnaire. Certain statistical techniques such as Correlation and Multiple Regression analysis were used to test the different hypotheses.*

### Keywords :

*Globalization, FMCG, Brand Awareness, Brand Loyalty, Consumer Purchase Decision.*

### 1. Introduction

As per the American Marketing Association (AMA), a brand could be considered as a “name, term, sign, symbol, or design or could be a combination of any of them, intended to identify the goods and services of one seller or groups of sellers and to differentiate them from those of the competitors.” The word “Brand” has become an important and strategic factor for the business organizations and provides competitive advantage, wealth creation, delivering value to the stakeholders and ensuring social wellness. Marketing in today’s world of Internet and media outburst is all about creation, communication and value delivering to the end consumers (Keller& Lehmann, 2003). Indian consumers in this era of globalization are bombarded with hundreds and hundreds of national and international brands with newer features and better quality and hence there are several factors which influence the consumer decision making towards the purchase of certain brands of products (SamudhraRajakumar and Sritharan, 2004). Marketers try to create a unique position in the consumer’s minds by developing their products into brands.

Whenever a brand attains superiority, it leads to great sales and hence the companies have the power to charge greater premiums on their products and