

## **6.27 Impact of Customer Demographic Characteristics (income, occupation and gender) on Brand Loyalty**

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### **ABSTRACT**

The brand loyalty is established in consumers' mind set based on different brands. This study examines the impact of consumers' demographic factors on brand loyalty. Here, key variables identified are gender, income and occupation. However, most of the consumer behavior text books emphasize mainly the theoretical aspects of these variables and their impact on a particular type of behavior paying, only a little emphasis to practical aspects.

This research presents the conceptual understanding and the various dimensions of brand loyalty, in relation to gender, income and occupation of the consumers. The different demographical features and their influence on brand loyalty have been discussed based on well defined product categories, namely fast moving consumer goods (FMCG) and consumer durables. This study attempts to analyze separately the patterns of consumer behavior on the degree of brand loyalty, in different product categories.

The research is mainly based on the primary data and some secondary data. A sample of 100 respondents was taken from Gampaha and Colombo Districts, and they were interviewed with giving a questionnaire. The sampling method was stratified random sampling and two product items were selected for each product category. Soap and milk powder for FMCG and audio-visual home appliances and kitchen equipments were the other items as consumer durables. The key findings are that there is a significant impact in consumer income on brand loyalty and also gender is a key determinant for emotional brand appeals.

**Key words:** Brand loyalty, Demographic features, Consumer behavior, Brand choice