

## **Factors Influencing Brand Loyalty of Soft Drink Consumers in Kenya and India**

### **Abstract:**

The main purpose of the study was to establish the key factors that influence brand loyalty among soft drink consumers in the Kenyan and Indian markets. The study was carried out between January 2012 and October 2012. The target group was majorly youth consumers who were sampled from local universities in both countries. The study established that in India, peer group are more powerful in influencing potential consumers to take soft drinks while in Kenyan parents play a crucial role. More importantly too, it was established that of the six variables studied, promotion is the strongest influencing factor among Kenyan soft drinks consumers while in India, brand quality matters most.