

Exploring the determinants of brand loyalty in global FMCG markets of soft drinks consumers in Kenya and India

Abstract:

This study sought to investigate and compare both the African and Asian soft drink markets. Whereas Kenya is a leading economic hub in Eastern Africa, India remains a powerful economic player in Asia with its large population that offers considerable scope for additional geographic penetration. The study was conducted between January 2012 and October 2012. A total of 1312 respondents were sampled comprising of 434 Kenyans and 878 Indians from selected public universities in India and Kenya. The students sample represented 1.2% of the target population in 3 public universities in Kenya and Kerala respectively. Data was analyzed using simple and multiple regression method. Among the key findings were that promotion was the strongest factor to brand loyalty among Kenyan soft drinks consumers while in India it was product quality.