

Who's more Brand Loyal - Women or Men?

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Abstract

Many studies have examined the association between gender and brand loyalty. Despite a significant body of work on the topic, a literature search revealed no studies on this issue that have utilised actual repeat-purchase loyalty. We examine the impact of gender on behavioral brand loyalty using consumer panel data. We use single-person households to avoid confounds due to family purchasing. We analyse consumer Share of Category Requirements (SCR) as the loyalty metric, across four UK consumer packaged-goods categories. The analysis controls for age, income level and category purchasing rate in a multiple regression. In contrast to the predominant view in the literature that women are more loyal, we find men are more behaviorally loyal, giving an average of 6 points more share of category requirements to the brands they buy.

Keywords: *Loyalty; Gender; SCR*

Track: Product and Brand Management