

Love it or Leave it - An Investigation into the Determinants of Brand Sticking vs. Brand Switching

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Abstract

Applying a new methodological approach (i.e., purchase couples) this study examines the determinants of consumers' brand sticking versus brand switching behavior. We analyzed 11,810 pairs of subsequent purchases in two FMCG categories by more than 2000 households in Germany and Ireland. The results show that market share of the brand, a private label purchase, shopping at the same retailer, and social class positively impact the likelihood to repurchase the same brand from one shopping trip to the next while household size, inter-purchase time and frequent category purchasing negatively impact this likelihood. Differentiating between brand-controlled-, retailer-controlled-, and consumer determinants of brand repurchasing behavior this study provides both theoretically and managerially relevant insights into brand loyalty in FMCG.

Keywords: *FMCG; repurchasing; loyalty*

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