

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

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The brand loyalty is established in consumers' mind set based on different brand templates those they are perceived and the personal factors too. This study is an endeavor which studies the impact of consumers' demographic factors on brand loyalty. Here, the key variables have been identified as gender, income and occupation. However, most of the consumer behavior texts emphasize the theoretical aspects of those variables and their impact on particular type of behavior only, but little emphasis on practical scenario.

This research presents the dig of conceptual understanding and the various dimensions such as most influential factors for brand choice, brand preference and brand loyalty holistically, in relation with 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 FMCG and consumer durables. Study has separately analyzed the consumer behavior on the degree of brand loyalty, when it comes to different product categories.

The research is based on the primary data except few secondary sources. The 100 size of sample was taken from gampha and Colombo districts, and they were interviewed with prepared questionnaire. Two products were selected for each product category. Toothpaste and milk powder for fast moving consumer goods (FMCG) and audio-visual home appliances and kitchen equipments were the other items reference to consumer durables.

The key findings were that there is a significant relationship between consumer income and brand loyalty in general, and consumers' occupation is significant in the context of consumer durables' brand loyalty, and finally, gender was a considerable brand loyalty determinant for toothpaste brands accompanied with emotional brand appeals.

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