Original Research Article

An Empirical Study of the Impact of Customer Satisfaction on Brand Repurchase among Fast Moving Consumer Goods in Nizwa

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| Abstract |

There are many fast moving consumer brands available in the market, and this research analyses consumer's preference, satisfaction and loyalty of these brands of daily consumer products. This study aims to identify the brand usage of selected FMCG products, satisfaction, brand loyalty of consumers. The study also analyses the impact of satisfaction on repeat purchase of selected FMCG brand products. A sample of 277 Omani consumers are selected for the study from Nizwa. The findings of the study revealed that 34% of the consumers use the Rainbow brand of evapoured milk. It is the most consistent and reliable brand in satisfaction among the Omani consumers. The impact of brand satisfaction on recommending evaporated milk is found to be significant for Rainbow, Omela, Al Mudhish and Al Marai**.** The impact of brand satisfaction on repurchase of Evaporated Milk is found to be significant for Rainbow, Omela, Al Mudhish, and Al Marai. In Arabic bread, 42% of the consumers use Al Kowther brand. 32% of the Omani consumers prefer Dahabi brand. Al Kowther is the most consistent and reliable brand in satisfaction among the Omani consumers. The impact of brand satisfaction on recommending Arabic bread is found to be significant for Al Kowther, Carrefour, Dahabi, Lulu, and Sohar brands. Impact of brand satisfaction on repurchase of Arabic bread is found to be significant for Al Kowther, Dahabi, Lulu, and Sohar brands. In the case of yoghurt, 50% of the consumers use Mazoon brand of yoghurt. 38% of the Omani consumers prefer Almarai brand. A'Safwah is the highest and most consistent and reliable brand in satisfaction. The impact of brand satisfaction on recommending yoghurt brand is significant for Almarai and Mazoon. Impact of brand satisfaction on repurchase of yoghurt is significant for Almarai, A'Safwah and Mazoon.

Keywords: Customer Satisfaction, Repeat purchase behavior, Brand loyalty, Fast moving consumer goods.

INTRODUCTION

Many products are consumed by consumers, but there are some products that are consumed on a daily and large basis, and there is a certain loyalty towards a company by customers. These products are called fast moving consumer goods or consumer packaged products. There are many brands of these products available in the market, and this research analyses consumer's preference, satisfaction and loyalty of these brands of daily consumer products. The central thrust of the marketing activities of a firm is often viewed in terms of development, maintenance, or enhancement of customers' loyalty toward its products or services (Dick and Basu, 1994). Given that the marketplace is increasingly characterised by unpredictability, diminishing product differentiation and heightened competitive pressure, brand loyalty becomes all the more important. Discovering the reasons why loyalty develops is essential, if sound marketing strategies in the pursuit of that loyalty are to be developed.

Statement of the problem

The key issue of battle between products is to get the answer on how to win the war and be on top of the competition, especially in fast-moving consumer

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85

goods (FMCG) industry. Therefore a study on how to win the customer heart and make them loyal should be conducted as well as analyzing the main factor that influences the result of consumer loyalty, which is consumer behavior. By studying the consumer behavior, these companies can predict and anticipate on what encourages the consumer to buy a product. Brand consumption and consumer satisfaction are two of an important part of consumer behavior that can impact the loyalty of consumer. From this problem statement, a research question of how the brand consumption of FMCG is and how the consumer satisfaction towards FMCG is, can be generated.

Significance of the study

Customer satisfaction causes an increase in customer loyalty which improves organizations' profit and also has paved the way for the organizations to remain in competitive market (Hallowell, 1996). There is a reasonable connection between customer satisfaction, loyalty and profitability (Helgesen, 2010). However, in FMCG industry, customer satisfaction does not lead to loyalty necessarily, so companies will lose their customers and consequently their market-share. This study tries to find out the relation between customer satisfaction and loyalty of selected FMCGs: Quboos, Yoghurt, Evaporated Milk and defines the effective factors on customer satisfaction in Nizwa, Sultanate of Oman. According to Nelson (2012) customer satisfaction positively impacts on profitability and it improves company income. Previous researches which have demonstrated that when people are satisfied with organization products or services they would like to share their previous experiences with other five or six persons but if they are dissatisfied they would like to tell another ten persons. Moreover, by improving technology and availability of social media people are able to share their experiences online and it is an appropriate way to find other experiences of company's products or services through Facebook, Twitter and different websites. Chaston (2000) argues FMCG industry has large number of customers, high volume sales with low profit margins. So, FMCG companies should reduce costs and spend their money wisely to increase profitability. If companies do not pay attention to all important factors that can affect customer satisfaction, they will easily lose their customers and consequently lose their market share. This research attempts to find the main important elements which influence on customer satisfaction of selected FMCGs like Arabic bread, Yoghurt, and Evaporated Milk. Since different brands of FMCGs exist in Nizwa, the competition has been increased in the last two years. Companies should attempt to improve customer satisfaction and loyalty in order to be able to compete in market and achieve more profit. The results of this survey will bring up valuable information about customer satisfaction and loyalty. This survey provides marketers with an appropriate map for their business and guides marketers to find out which factors are critical for customers. Finally, previous studies on this area has not been conducted in Oman and therefore this study is highly significant.

Objectives of the Study
1. To identify the brand usage of selected FMCG products.
2. To find out the satisfaction of these FMCG products used by Omani consumers.
3. To understand the brand loyalty of consumers of various FMCG brands.
4. To analyse the impact of satisfaction on repeat purchase of selected FMCG brand products.

LITERATURE REVIEW

Venkatasalam & Karunakaran (2021) explored why loyalty develops in FMCG markets from the consumers' perspective in Dharamapuri District. The findings showed that the brand loyalty is highly influenced by the consumers' perception of the FMCG product buyers. The fast moving consumer goods (FMCG) sector contributes a lot to the growth of India's GDP. Therefore it is necessary to identify the changes in consumer buying behaviour towards FMCG products. In the last few years, the FMCG market has grown at a faster pace in rural India compared with urban India. Semi-urban and rural segments are growing at a rapid pace and FMCG products account for 50 per cent of total rural spending. (Shruthi & Saraswathy, 2020). Sritharan (2020) determined the factors influencing brand choice of Talcum Powder and found that brand choice is inevitable in purchase decision, corporate have to look into account that quality aspects, promotional aspects, preferential aspects, Image aspects and retailers influence were to be considered for continuous growth. Govindaraju (2019), studied why loyalty develops in FMCG markets from the consumers' perspective. Brand loyalty exists in FMCG markets for both cognitive and emotional reasons. Brand loyalty studies in the future should focus on both cognitive and emotional reasons for brand loyalty and the role of bonds therein. Niloufar (2019) conducted a study to find out the effective factors on customer satisfaction in FMCGs and understand the relation between customer satisfaction and customer loyalty in this industry. Palic, Maricic, and Kovac (2011) quantified the effective factors on customer satisfaction in Tehran, Iran and defines whether satisfaction leads loyalty or not in FMCGs. Product, distribution, after sale services, sale communication strategies have significant and positive impact on customer satisfaction in FMCGs. There is a significant relation between customer satisfaction and customer loyalty in FMCGs in Iran. Renjith & Diana (2019) mapped FMCG brands on brand apostle model and analysed the impact of consumer's satisfaction on future purchase from 212 Omani households in Nizwa. Five products are selected Shampoo, Milk, Toilet soap, Toothpaste and Juice for the study. All the brands are positioned in the loyalists category and few are

categorized as brand apostles. Among the shampoo brands, Tresemme and Vatika are brand apostles. Among the toothpaste brands, Pepsodent and Oral B are brand apostles in the toothpaste category. Johnson and Johnson, Nivea and Pears are brand apostles among toilet soap brands. Suntop is the brand apostle in the juice category. Nallasivam (2019) aimed to examine the factors influencing the consumer satisfaction towards FMCG products in Erode and found that quality of product among the twelve categories of consumer satisfaction on FMCG products. Age, frequency of purchase and period of using increases their satisfaction on FMCG products. Miralam, Junnaidi & Moizuddin (2019) studied Customer Satisfaction in the FMCG sector from four big supermarkets in Riyadh. The study concluded that excellent products & services, attain a high level of customer's satisfaction. The poor product quality and services, as well as poor physical facilities, affects customer satisfaction. Mohammad and Mahfuzur (2017) addressed the performance related issues about what extent is the impact of various factors responsible in terms of consumers' purchasing decision in FMCG sector in Comilla. There is a significant relationship between dependent variable (Consumers' purchasing decision) and independent variables (Cost, Product Variety, Salesperson, Product Quality, Advertising, Product Display, Income Level, Demand, Familiar Retailers, and Personality). The findings of the study showed that nine out of ten variables were positively related to consumers' purchasing decision but individual personality of respondents has no significant effect on purchasing decision. Jyoti and Devi (2015) analyzed brand loyalty for FMCGs in rural and urban markets. One rural district of Odisha and one urban district of Bangalore were chosen. Results showed that among the variables namely gender, age, education and occupation, only age and education have the most significant impact on consumer's brand loyalty in urban areas and in rural areas. Fabila and Mustika (2014) studied the consumer behavior towards fast-moving consumer goods through interpreting how brand awareness and consumption correlated, and examining the customer satisfaction. The key to win the competition is to make customers loyal to the product. Satisfaction towards 74 product category of FMCG, the highest satisfaction felt by consumer towards FMCG goes to credit card, battery, canned tea, digital camera, and bag noodle, along with their top consumed brand; BCA, Alkaline, Teh Botol, Canon, and Indomie. These brands and products prove to be the best in their category making them as the most reliable and trustworthy for consumer. Mosad, Katty, Emmie and David (2014), aimed to identify and analyse how customers are experiencing quality, loyalty and satisfaction in the Fast Moving Consumer Goods retail market. It showed that satisfaction does not automatically lead to loyalty. Both psychological and economical attributions influence customers' loyalty. Independent variable satisfaction correlates substantially with dependent variable loyalty. Khansa,

Samina, Asma, Aqeel, (2012), studied the impact of customer satisfaction, trust, and corporate reputation on customer loyalty in Pakistan. Customer satisfaction, trust, and corporate reputation bring 79.0% change in customer loyalty. There is a strong positive yet significant relationship of trust and customer loyalty. Customer satisfaction and corporate image also have a positive and significant impact on customer loyalty. Rose (2008) examined the concept of brand loyalty in Fast Moving Consumer Good markets. Brand loyalty exists in FMCG markets for both cognitive and emotional reasons. The challenge for marketers is to develop and nurture the bonds that lead to and that can strengthen brand loyalty.

Research gaps

Most of the previous studies focused mainly on the customer satisfaction of fast moving consumer goods. Few studies focused on brand loyalty of FMCGs. Most of the literature reviews aimed to study the FMCGs of those products where the repeat purchase frequency is less than one year. Only few variable factors were considered in the earlier studies on satisfaction and brand loyalty. Moreover, studies related to brand usage, satisfaction and brand loyalty are limited in Sultanate of Oman. This research addresses these gaps by covering all these major stages that influence the purchase of FMCG products by Omani customers.

RESEARCH METHODOLOGY

It is a descriptive study as it covers the customer satisfaction and repeat purchase of Omani consumers using FMCG products. The fast moving consumer goods selected for the study are: Arabic bread (Quboos), Yoghurt, Evaporated Milk. These are the products that are purchased regularly where the purchase frequency is high. The evapourated milk brands are: Rainbow, Nestle, Omela, Al Mudhish, Al Marai and Luna. The Arabic bread brands used for the study are: Dahabi, Lulu, Careefour, Al Kowther, and Sohar. The yoghurt brands taken for the study are: AlMarai, Mazoon, A'Safwah, Al Rawabi, Nada Greek and Activia. The study area selected for this research is Wilayat of Nizwa. This area is selected as the Omani population is high in Nizwa as compared to other Wilayat in Ad Dhakhliyah region; Bahla, Manah, Al Hamra, Adam, Izki, Samail and Bidbid (National Center for Statistics and Information, Oman 2022). The period of study is from September 2022 to December 2022. According to Census Survey by National Center for Statistics and Information (NCSI, 2022), the total number of Omanis in Nizwa is 93,263. Nizwa is the largest populated area in Ad Dakhliyah region. This is taken as the sampling frame. Thus the sample size is determined as 384 (Krejcie and Morgan, 1970). The sampling method adopted for the collection of samples is simple random sampling method, where in the customers are contacted on a random basis. Primary data is collected with the help of a structured

questionnaire in Arabic using Google form. Pilot study is done among 25 respondents to identify the validity of the questions. Thus well-structured questionnaire is administered for collection of data. The tools used for analysis includes coefficient of variation, correlation, regression, mean and standard deviation. Cross tabulation is also used for hypothesis testing and presentation.

Analysis of the Study

The sample size determined was 384. The data is collected from 277 respondents with a response rate of 72%. The analysis of the study is done with the responses from 277 respondents. The table no.1 illustrates the demographic profile of the sample respondents. 73% of the respondents are females and 27% are males. 52% of customers who make a purchase of fast moving consumer goods are in the age group between 20-30 years. 25% of the respondents are aged less than 20 years. 63% of the respondents are unemployed and 22% of the consumers are employed in government sector. 52% of the sample respondents have a family size of more than 6 members. 14% of the respondents have a family size of 6 and 12% of the customers have a family size of 5 members. The marital status of the consumers reveals that 57% are unmarried and 42% of the respondents are married.

Analysis of Evapourated Milk

Table 1: Favourite brand of evapourated milk

Favourite brand	No of responses	In Percentage
Rainbow	93	34%
Nestle	9	3%
Omela	53	19%
Al Mudhish	57	20%
Al Marai	27	10%
Others	38	14%
Total	277	100

It is revealed from Table 1 that 34% of the consumers use Rainbow brand. 20% of the Omani consumers prefer Al Mudhish brand and Omela is preferred by 19% of the consumers. Nestle brand is the least preferred (3%) by the users. Others (14%) include Puck and Luna brands.

Table 2: Satisfaction of your favorite brand of the evaporated milk

Favourite brand	Mean	Standard deviation	CV = (SD/Mean) x 100
Rainbow	4.18	0.70	16.74
Nestle	3.77	0.83	22.01
Omela	3.96	0.75	18.93
Al Mudhish	3.82	0.92	24.08
Al Marai	4.03	0.75	18.61
Others	3.55	0.95	26.76

The coefficient of variation is used to compare the reliability and consistency of the satisfaction of consumers towards their favourite brand. The coefficient of variation which is of low score is the most consistent and reliable. Thus it is clear from the Table 2 that Rainbow (16.74) is the most consistent and reliable brand among the Omani consumers. This is followed by Almarai brand (18.61). Others include Puck and Luna brands which are least consistent among the consumers in Nizwa.

Table 3: Preference to buy the favourite brand

Favourite brand	Buy same brand	Will buy different brand	Total
Rainbow	63 (68%)	30 (32%)	93
Nestle	5 (56%)	4 (44%)	9
Omela	31 (58%)	22 (42%)	53
Al Mudhish	35 (61%)	22 (39%)	57
Al Marai	14 (52%)	13 (48%)	27
Others	19 (50%)	19 (50%)	38
Total	167 (60%)	110 (40%)	277

The preference of the consumers to buy the same brand or switch over to different brand is revealed from Table 3. 60% of the Omani consumers will buy the same brand of evapourated milk again and 40% of the consumers buy different brand during repurchase. The brandwise preference of the consumers to buy the same brand or switch over to different brand is analysed from Table 3. It is identified that 68% of the Rainbow

brand users will buy the same brand again. Only 32% of the brand users prefer to buy different brand during repurchase. 61% of the AlMudhish brand users buy the same brand and 39% of AlMudhish brand users shift to different brand while repurchase.

Table 4: Impact of brand satisfaction on repurchase of Evaporated Milk

Favourite brand	R	R^2	F sig.	Model	Unstandardised coefficient	Sig	Comments
Rainbow	0.584	0.341	0.000	Fit	Constant 1.476	0.000	**Significant**
					Satisfaction 0.632		
Nestle	0.424	0.180	0.255	Not fit	Constant 2.640	0.255	Insignificant
					Satisfaction 0.360		
Omela	0.465	0.217	0.000	Fit	Constant 2.119	0.000	**Significant**
					Satisfaction 0.465		
Al Mudhish	0.761	0.579	0.000	Fit	Constant 1.117	0.001	**Significant**
					Satisfaction 0.717		
Al Marai	0.260	0.068	0.190	Not fit	Constant 2.780	0.190	Insignificant
					Satisfaction 0.275		

Rainbow brand

The R value represents the simple correlation between satisfaction and purchase of Rainbow brand and is 0.584 which indicates a moderate degree of correlation. The R^2 indicates how much the total variation in the dependent variable (purchase), can be explained by the independent variable, satisfaction. 34.1% of the variation in purchase of Rainbow brand can be predicted due to satisfaction of the brand. The p-value associated with F value (0.0000) is very small) when compared to alpha level (0.05). Hence it is concluded that the independent variable reliably predict the dependent variable. The regression equation is Purchase of Rainbow brand = 1.476 + 0.632 (satisfaction). This estimate explains that for every one unit increase in satisfaction of Rainbow brand, the consumers will purchase Rainbow brand by 0.632 units.

Omela Brand

The correlation between satisfaction and purchase of Omela brand and is 0.465 which indicates a moderate degree of correlation. The R^2 indicates 21.7% of the variation in purchase of Omela brand can be predicted due to satisfaction of the brand. The p-value associated with F value is very small (0.000) when compared to alpha level (0.05). Hence it is concluded that the independent variable reliably predict the dependent variable. The regression equation is Purchase of Omela brand = 2.119 + 0.465 (satisfaction). This estimate explains that for every one unit increase in satisfaction of Omela brand, the consumers will purchase Omela brand by 0.465 units.

AlMudhish

The simple correlation between satisfaction and purchase of Al Mudhish brand and is 0.761 which indicates a strong degree of correlation. The R^2 indicates 57.9% of the variation in purchase of AlMudhish brand can be predicted due to satisfaction of the brand. The p-value associated with F value is very small (0.000) when compared to alpha level (0.05). Hence it is concluded that the independent variable reliably predict the dependent variable. The regression equation is Purchase of AlMudhish brand = 1.117 + 0.717 (satisfaction). This estimate explains that for every one unit increase in satisfaction of AlMudhish brand, the consumers will purchase Al Mudhish brand by 0.717 units.

Analysis of Arabic Bread

Table 5: Favourite brand of Arabic Bread

Favourite brand	No of responses	In Percentage
Al Kowther	117	42%
Carrefour	10	4%
Dahabi	88	32%
Lulu	26	9%
Sohar	36	13%
Total	277	100

It is revealed from Table 5 that 42% of the consumers use Al Kowther brand. 32% of the Omani consumers prefer Dahabi brand and Sohar brand is preferred by 13% of the consumers. Carrefour brand is the least preferred (4%) by the users.

Table 6: Satisfaction of your favorite brand of Arabic bread

Favourite brand	Mean	Standard deviation	CV = (SD/Mean) x 100
Al Kowther	4.14	0.75	18.11
Carrefour	3.9	0.87	22.30
Dahabi	3.95	0.76	19.24
Lulu	3.84	0.73	19.01
Sohar	4.08	0.80	19.60

The coefficient of variation is used to compare the reliability and consistency of the satisfaction of consumers towards their favourite brand. The coefficient of variation which is of low score is the most consistent and reliable. Thus, it is clear from Table 6 that Al Kowther (18.11) is the most consistent and reliable brand among the Omani consumers. This is followed by the Sohar brand (19.60). Carrefour brand is the least consistent Arabic bread brand among the consumers in Nizwa.

Table 7: Preference to buy the favourite brand

Favourite brand	Buy same brand	Will buy different brand	Total
Al Kowther	55 (47%)	62 (53%)	117
Carrefour	6 (60%)	4 (40%)	10
Dahabi	39 (44%)	49 (56%)	88
Lulu	13 (50%)	13 (50%)	26
Sohar	19 (53%)	17 (47%)	36
Total	132 (48%)	145 (52%)	277

The preference of the consumers to buy the same brand or switch over to a different brand is revealed from table no.7. 52% of the Omani consumers will buy the different brand of Arabic bread during their purchase and 48% of the consumers buy the same brand again during repurchase. The brand wise preference of the consumers to buy the same brand or switch over to a different brand is analysed from Table 7. It is identified that 53% of the Al Kowther brand users will buy the different brand. Only 47% of the brand users prefer to buy the same brand again during repurchase. 56% of the Dahabi brand users buy different brand and 44% of Dahabi brand users use the same brand while repurchase.

Table 8: Impact of brand satisfaction on repurchase of Arabic Bread

Favourite brand	R	R^2	F sig.	Model	Unstandardised coefficient	Sig	Comments
Al Kowther	0.648	0.421	0.000	Fit	Constant 1.277	0.000	**Significant**
					Satisfaction 0.644		
Carrefour	0.466	0.217	0.174	Not fit	Constant 2.304	0.174	Insignificant
					Satisfaction 0.435		
Dahabi	0.647	0.418	0.000	Fit	Constant 1.262	0.000	**Significant**
					Satisfaction 0.678		
Lulu	0.491	0.241	0.011	Fit	Constant 2.017	0.011	**Significant**
					Satisfaction 0.466		
Sohar	0.736	0.542	0.000	Fit	Constant 1.085	0.000	**Significant**
					Satisfaction 0.707		

Al Kowther Brand

The correlation between satisfaction and purchase of Al Kowther brand and is 0.648 which indicates a moderate degree of correlation. The R^2 indicates 42.1% of the variation in purchase of Al Kowther brand can be predicted due to satisfaction of the brand. The p-value associated with F value is very small (0.000) when compared to alpha level (0.05). Hence it is concluded that the independent variable reliably predict the dependent variable. The regression equation is Purchase of Al Kowther brand = 1.277 + 0.644 (satisfaction). This estimate explains that for every one unit increase in satisfaction of Al Kowther brand, the consumers will purchase Al Kowther brand by 0.644 units.

Dahabi brand

The correlation between satisfaction and purchase of Dahabi brand to others and is 0.647 which indicates a moderate degree of correlation. The R^2 indicates 41.8% of the variation in purchase of Dahabi brand to others can be predicted due to satisfaction of the brand. The p-value associated with F value is very small (0.000) when compared to alpha level (0.05). Hence it is concluded that the independent variable reliably predict the dependent variable. The regression equation is Purchase of Dahabi brand = 1.262 + 0.678 (satisfaction). This estimate explains that for every one unit increase in satisfaction of Dahabi brand, the consumers will purchase Dahabi brand by 0.678 units.

Lulu

The correlation between satisfaction and purchase of Lulu brand and is 0.491 which indicates a moderate degree of correlation. The R^2 indicates 24.1% of the variation in the purchase of Lulu brand can be predicted due to satisfaction of the brand. The p-value associated with F value is very small (0.011) when compared to alpha level (0.05). Hence it is concluded that the independent variable reliably predict the dependent variable. The regression equation is Purchase of Lulu brand = 2.017 + 0.466 (satisfaction). This estimate explains that for every one unit increase in satisfaction of Lulu brand, the consumers will purchase Lulu brand by 0.466 units.

Sohar

The correlation between satisfaction and purchase of Sohar brand and is 0.736 which indicates a strong degree of correlation. The R^2 indicates 54.2% of the variation in the purchase of Sohar brand to others can be predicted due to satisfaction of the brand. The p-value associated with F value is very small (0.000) when compared to alpha level (0.05). Hence it is concluded that the independent variable reliably predict the dependent variable. The regression equation is Purchase of Sohar brand = 1.085 + 0.707 (satisfaction). This estimate explains that for every one unit increase in satisfaction of Sohar brand, the consumers will purchase Sohar brand by 0.707 units.

Analysis of Yoghurt

Table 9: Favourite brand of Yoghurt

Favourite brand	No of responses	In Percentage
Activa	2	1%
Al Rawabi	3	1%
Almarai	104	38%
A'Safwah	26	9%
Mazoon	139	50%
Nada Greek	3	1%
Total	277	100

It is revealed from Table 9 that 50% of the consumers use Mazoon brand in yoghurt. 38% of the Omani consumers prefer Almarai brand. A'Safwah brand is preferred by 9% of Omani consumers. The brand share of other brands are negligible.

Table 10: Satisfaction of your favorite brand of Yoghurt

Favourite brand	Mean	Standard deviation	CV = (SD/Mean) x 100
Activa	4	1.41	35.25%
Al Rawabi	4	1	25%
Almarai	4.29	0.72	16.78%
A'Safwah	4.30	0.61	14.18%
Mazoon	4.41	0.73	16.55%
Nada Greek	3	1.73	57.66%

From this table it is revealed that A'Safwah (14.18%) is the highest and most consistent and reliable brand compared among other brands. It is followed by Mazoon brand (16.55%). Nada Greek is least consistent among the consumers in Nizwa.

Table 11: Preference to buy the favourite brand

Favourite brand	Buy same brand	Will buy different brand	Total
Activa	2 (100%)	0	2
Al Rawabi	2 (67%)	1 (33%)	3
Almarai	67 (64%)	37 (36%)	104
A'Safwah	17 (65%)	9 (35%)	26
Mazoon	108 (78%)	31 (22%)	139
Nada Greek	0	3 (100%)	3
Total	196 (71%)	81 (29%)	277

71% of Omani customers will repurchase the same brand of yoghurt, whereas 29% will switch to a new brand of yoghurt during repurchase. Table 11 is used to analyze if consumers choose to purchase the same brand or a different brand. It has been shown that 100% of Activa brand consumers will repurchase the same product, but the number of brand users are very less. 78% of consumers who use Mazoon brand repurchase the same product, whereas 22% switch to a new brand. 65% of A'Safwah brand users, 64% of

Almarai customers and 67% of Al Rawabi brand users

will continue buying the same brand of yoghurt.

Table 12: Impact of brand satisfaction on repurchase of Yoghurt

Favourite brand	R	R^2	F sig.	Model	Unstandardised coefficient	Sig	Comments
Activa	1	1		Not fit	Constant 2.500		Insignificant
					Satisfaction 0.500		
Al Rawabi	1	1		Not fit	Constant 0.000		Insignificant
					Satisfaction 1.000		
Almarai	0.550	0.302	0.000	Fit	Constant 1.685	0.000	**Significant**
					Satisfaction 0.592		
A'Safwah	0.568	0.322	0.002	Fit	Constant 1.629	0.002	**Significant**
					Satisfaction 0.613		
Mazoon	0.707	0.499	0.000	Fit	Constant 1.151	0.000	**Significant**
					Satisfaction 0.728		
Nada Greek	1	1		Not fit	Constant 1.333		Insignificant
					Satisfaction 0.667		

Almarai

The simple correlation between satisfaction and purchase of Almarai brand and is 0.550 which indicates a moderate degree of correlation. The R^2 indicates 30.2% of the variation in purchase of Almarai brand can be predicted due to satisfaction of the brand. The p-value associated with F value is very small (0.000) when compared to alpha level (0.05). Hence it is concluded that the independent variable reliably predict the dependent variable. The regression equation is Purchase of Almarai brand = 1.685 + 0.592 (satisfaction). This estimate explains that for every one unit increase in satisfaction of Almarai brand, the consumers will purchase Almarai brand by 0.592 units.

A'Safwah

The correlation between satisfaction and purchase of A'Safwah brand and is 0.568 which indicates a moderate degree of correlation. The R^2 indicates 32.2% of the variation in purchase of A'Safwah brand can be predicted due to satisfaction of the brand. The p-value associated with F value is very small (0.002) when compared to alpha level (0.05). Hence it is concluded that the independent variable reliably predict the dependent variable. The regression equation is Purchase of A'Safwah brand = 1.629 + 0.613 (satisfaction). This estimate explains that for every one unit increase in satisfaction of A'Safwah brand, the consumers will purchase A'Safwah brand by 0.613 units.

Mazoon

The correlation between satisfaction and purchase of Mazoon brand and is 0.707 which indicates a strong degree of correlation. The R^2 indicates 49.9% of the variation in purchase of Mazoon brand can be predicted due to satisfaction of the brand. The p-value associated with F value is very small (0.000) when compared to alpha level (0.05). Hence it is concluded that the independent variable reliably predict the dependent variable. The regression equation is Purchase of Mazoon brand = 1.151 + 0.728 (satisfaction). This

estimate explains that for every one unit increase in satisfaction of Mazoon brand, the consumers will purchase Mazoon brand by 0.728 units.

Findings of the Study
Evapourated Milk
1. 34% of the consumers use the Rainbow brand. 20% of the Omani consumers prefer Al Mudhish brand and Omela is preferred by 19% of the consumers.
2. Rainbow is the most consistent and reliable brand in satisfaction among the Omani consumers (16.74).
3. 60% of the Omani consumers will buy the same brand of evapourated milk again and 40% of the consumers buy different brand during repurchase. It is identified that 68% of the Rainbow brand users will buy the same brand again. 61% of the AlMudhish brand users buy the same brand
4. Impact of brand satisfaction on repurchase of Evaporated Milk is found to be significant for Rainbow (R=0.584), Omela (R=0.465), Al Mudhish (R=0.761), and Al Marai (R=0.260).

Arabic Bread
1. 42% of the consumers use Al Kowther brand. 32% of the Omani consumers prefer Dahabi brand and Sohar brand is preferred by 13% of the consumers. Carrefour brand is the least preferred (4%) by the users.
2. Al Kowther (18.11) is the most consistent and reliable brand in satisfaction among the Omani consumers. This is followed by the Sohar brand (19.60).
3. 52% of the Omani consumers will buy the different brand of Arabic bread during their purchase and 48% of the consumers buy the same brand again during repurchase. It is identified that 53% of the Al Kowther brand users will buy the different brand. 56% of the Dahabi brand users buy different brand.

4. Impact of brand satisfaction on repurchase of Arabic bread is found to be significant for Al Kowther (R =0.648), Dahabi, (R =0.647), Lulu (R = 0.491), and Sohar (R = 0.736) brands.

Yoghurt

1. 50% of the consumers use Mzoon brand of yoghurt. 38% of the Omani consumers prefer Almarai brand. A'Safwah brand is preferred by 9% of Omani consumers.
2. A'Safwah (14.18%) is the highest and most consistent and reliable brand in satisfaction. It is followed by Mazoon brand (16.55%).
3. 71% of Omani customers will repurchase the same brand of yoghurt, whereas 29% will switch to a new brand of yoghurt during repurchase. 78% of consumers who use Mazoon brand repurchase the same product. 65% of A'Safwah brand users, 64% of Almarai customers and 67% of Al Rawabi brand users will continue buying the same brand of yoghurt.
4. Impact of brand satisfaction on repurchase of yoghurt is significant for Almarai (R=0.550), A'Safwah (R=0.568) and Mazoon (R=0.707).

Recommendations
For Evapourated milk brands

1. It is recommended that Nestle brand should improve milk taste and to fix a suitable price. Nestle and Almarai brands should focus more into taste, price and availability of these brands in Nizwa.
2. The brand marketers of evapourated milk should give more emphasis on product improvement to increase the market share.

For Arabic bread brands

1. It is recommended that Dahabi as a national brand should improve freshness, taste and availability in the market. Eventhough brands like Al Kowther, Dahabi, and Sohar are significant brands related to satisfaction and repurchase, Sohar brand users are less. But the correlation and impact of satisfaction on repurchase is high for Sohar.
2. Sohar brand can give more promotion for their Arabic bread product. They should focus on freshness and more availability of their brand in the market.

For Yoghurt brands

1. Consumers choose the favorite brand of yogurt because of taste, more hygienic, freshness and nutritional value. So it is recommended for insignificant brands (Activa, Al Rawabi, Nada Greek) to focus more on taste, hygienic, freshness and nutritional value.
2. Consumers are not willing to recommend A'Safwah brand compared to other brands. At the same time satisfaction of A'Safwah has an impact on purchase. Even though satisfied users of A'Safwah buy the same brand, but people are unwilling to recommend to others. Hence A'Safwah can adopt some sales promotion, improvement on packaging, and organize some events to create more word of mouth among the satisfied consumers.

CONCLUSION

The success of a company depends on its capability of identifying consumers' purchasing decision process along with the factors affecting that decision Attraction and retention of consumers are challenging task to the marketers. Different competitors offer different products to satisfy the needs of consumers by offering creative and attractive features. So, to create a distinctive position in the minds of target consumers the company should concentrate on the right value proposition of the offered product. However, the marketers should always be aware about consumers' preferred value proposition through the output of updated market research. This study brings out the satisfaction and purchase decision of fast moving products like evapourated milk, Arabic bread and yoghurt. The consumer satisfaction is taken as the independent variable and the impact of satisfaction on willingness to recommend was undertaken. Similarly, the impact of satisfaction on repurchase of thee three products are analysed. Thus this study brings out the significant and insignificant brands under each product. The recommendation put forward by the researchers would be highly relevant and helpful for the brand marketers to sustain the market operations in the market.

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