A Comparison of Brand Loyalty Between On-the-Go and Take-Home Consumption Purchases: An Abstract

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Abstract This paper compares consumer behavioral brand loyalty in purchasing for on-the-go and for take-home consumption. The study uses two consumer packaged goods datasets from the UK. The first dataset contains actual consumer repeat purchasing of soft-drink brands for on-the-go consumption. The second dataset contains actual consumer repeat purchasing of the same brands for take-home consumption. Using polarization index as a behavioral loyalty measure, estimated from the Beta Binomial – Negative Binomial Distribution, the study finds that consumer loyalty to brands is markedly higher in purchasing for on the go consumption than for take home consumption.

References Available Upon Request

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