CUSTOMER LOYALTY PROGRAMS AND REPEAT PURCHASE BEHAVIOR OF FMCG IN NIGERIA

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ABSTRACT

Customer loyalty programs have been a crucial strategy for fostering consumer retention and enhancing sales in the fast-moving consumer goods (FMCG) sector. This study examined the effect of reward incentives on repeat purchase behavior, specifically focusing on purchase frequency among FMCG consumers in Esan West Local Government Area, Edo State, Nigeria. A survey research design was adopted, with a population of 76 FMCG consumers, and the Krejcie and Morgan sampling technique was used to determine a sample size of 59 respondents. Primary data were collected using structured questionnaires, and the results were analyzed using percentage analysis and correlation analysis. Findings revealed that 80% of respondents agreed that reward incentives positively influenced their purchase frequency, and correlation analysis further established a significant relationship (r = 0.682, p < 0.01) between reward incentives and repeat purchase behavior. The study aligned with the Theory of Planned Behavior (Ajzen, 1991), which posited that consumers who perceived loyalty rewards as valuable were more likely to engage in repeat purchases. The study concluded that FMCG brands that invested in attractive and easily redeemable reward incentives fostered long-term consumer loyalty. Personalized and digital-based loyalty programs were also identified as effective strategies for increasing customer retention. The findings provided valuable insights for businesses seeking to optimize loyalty programs and enhance repeat purchase behavior in Nigeria's competitive FMCG industry.

Keywords: Customer Loyalty Programs, Repeat Purchase Behavior, Reward Incentives, FMCG Industry, Purchase Frequency, Consumer Retention, Loyalty Programs in Nigeria.

1. INTRODUCTION

Customer loyalty programs have emerged as a strategic approach for businesses aiming to enhance consumer retention and improve sales, particularly in the highly competitive fast-moving consumer goods (FMCG) sector (Kotler & Keller 2020). The FMCG industry in Nigeria is marked by a wide range of product offerings, price-sensitive consumers, and increasing market competition from both local and international brands. Due to the ease of product substitution and the relatively low switching costs, companies struggle to retain customers and encourage repeat purchases. As a response, many FMCG firms implement loyalty programs designed to build long-term customer relationships by offering incentives that enhance perceived value (Adebayo 2021). Customer loyalty programs encompass various strategies such as discount cards, reward points, membership benefits, and promotional incentives, all of which are aimed at fostering brand attachment and consumer engagement (Chinedu & Hassan 2022). Among these, reward incentives play a crucial role in motivating repeat purchases by offering tangible benefits to customers who consistently patronize a brand. These incentives may come in the form of price reductions, bonus items, exclusive deals, or cashback offers, all of which create a sense of value and exclusivity for consumers (Ogunlana & Salami 2021). Repeat purchase behavior refers to the tendency of customers to buy a product or brand consistently over time, which is a key indicator of business sustainability and consumer loyalty (Eze & Uchenna 2019). In the FMCG industry, where product differentiation is often minimal, companies that successfully leverage loyalty programs to increase repeat purchases gain a competitive edge (Olawale, 2018). Research suggests that effective loyalty programs contribute to increased purchase frequency, customer retention, and overall brand profitability (Adebayo 2023). However, despite the widespread adoption of loyalty programs in Nigeria's FMCG sector, the extent to which reward incentives influence repeat purchase behavior remains underexplored.

While some studies have examined loyalty programs in the retail sector, there is underexplored empirical evidence on their impact within Nigeria's FMCG industry, particularly concerning the relationship between reward incentives and purchase frequency. Given the economic challenges and shifting consumer preferences in Nigeria, it is essential to analyze whether reward-based loyalty programs effectively drive repeated purchases among FMCG consumers. This study seeks to bridge this gap by investigating the influence of reward incentives on repeat purchase behavior in Nigeria's FMCG sector.

Statement of the Problem

The fast-moving consumer goods (FMCG) sector in Nigeria faces significant challenges in retaining customers due to intensified market competition, economic fluctuations, and shifting consumer preferences (Afolabi & Olanrewaju 2023). With the entry of both local and international brands offering similar products, customer loyalty has become increasingly difficult to sustain. Additionally, inflation and changes in disposable income affect consumer purchasing power, making it easier for buyers to switch brands in search of more affordable options (Ogunyemi & Adekunle 2022). In response, many FMCG companies have invested heavily in customer loyalty programs as a strategy to enhance customer retention and increase sales (Eze et al. 2023). These programs often include reward incentives, discount schemes, and exclusive membership benefits to encourage repeat purchases. However, despite the significant financial commitment to these initiatives, their effectiveness in driving repeat purchase behavior remains uncertain (Okonkwo & Chukwu 2024). A critical component of customer loyalty programs is reward incentives, which serve as a motivation for consumers to continue purchasing from a particular brand (Uche & Adedeji 2023). These incentives—such as cashback, bonus points, and free products—are designed to enhance customer satisfaction and strengthen brand loyalty. However, the extent to which reward incentives directly influence repeat purchase behavior, specifically measured through purchase frequency, is under-researched in the Nigerian FMCG industry (Adebisi & Olorunfemi 2024). While studies in other markets suggest a positive relationship between loyalty programs and customer retention, empirical evidence within Nigeria's unique economic and cultural environment remains limited (Ifeanyi & Bello 2023).

This study seeks to bridge this knowledge gap by examining the impact of reward incentives on purchase frequency among FMCG consumers in Nigeria. By investigating this relationship, the research aims to provide insights into whether loyalty programs truly enhance repeat purchase behavior or if other factors, such as product quality and pricing, play a more dominant role in consumer retention. Understanding this dynamic is crucial for FMCG firms looking to optimize their marketing strategies and improve long-term customer loyalty in an increasingly competitive market. The primary objective of this study is to assess the impact of customer loyalty programs on repeat purchase behavior in the FMCG industry in Nigeria. Specifically, the study aims to determine the effect of reward incentives on purchase frequency in the FMCG sector. The study is organinzed in the following order Section II Literature Review, Setion III: Methodology, Section IV: Data Analysis, Section V:

2. LITERATURE REVIEW (CONCEPTUAL REVIEW)

Customer Loyalty Programs

Customer loyalty programs are structured marketing strategies designed to encourage repeat purchases and long-term brand engagement by offering various incentives to consumers (Kotler & Armstrong 2023). These programs aim to enhance customer retention, build brand loyalty, and maximize customer lifetime value, especially in highly competitive sectors such as fast-moving consumer goods (FMCG) (Ogunlana et al. 2023). Given the nature of FMCG products—where substitutes are readily available, and switching costs are low—loyalty programs serve as an effective tool to differentiate brands and incentivize continued patronage (Okonkwo & Eze 2024). Loyalty programs in the FMCG sector typically include strategies such as reward points, cashback offers, discount cards, referral bonuses, membership privileges, and exclusive promotional deals (Adebayo & Salami 2024). These incentives are designed to create a sense of exclusivity and added value, making it more appealing for customers to stay committed to a particular brand rather than explore alternatives (Ifeanyi & Bello 2023). By fostering an emotional connection and increasing switching barriers, well-executed loyalty programs can lead to higher brand affinity and long-term profitability for businesses (Uche & Adedeji 2023).

One of the primary benefits of customer loyalty programs is their ability to influence consumer purchasing decisions and shopping behaviors (Eze et al. 2023). Customers who perceive value in loyalty programs are more likely to increase their purchase frequency, spend more per transaction, and develop stronger brand trust (Adebisi & Olorunfemi 2024). Additionally, businesses that implement loyalty programs effectively gain a competitive edge by fostering deeper relationships with their consumers (Ogunyemi & Adekunle 2022).

Despite their increasing adoption in Nigeria's FMCG sector, the effectiveness of customer loyalty programs remains a subject of debate (Chinedu & Hassan 2022). While some consumers actively engage with these programs, others remain indifferent, prioritizing factors such as product quality, affordability, and convenience over reward-based incentives (Olawale et al. 2018). This highlights the need for FMCG firms to assess the true impact of loyalty programs, particularly in terms of whether reward incentives significantly drive repeat purchase behavior or if other variables play a more substantial role (Okonkwo & Chukwu 2024).

Reward Incentives

Reward incentives are a crucial component of customer loyalty programs, designed to motivate repeat purchases by offering tangible benefits to consumers for their continued patronage (Kotler & Armstrong 2023). These incentives come in various forms, including discounts, loyalty points, cashback, free products, and exclusive promotional offers, all of which enhance the perceived value of a brand and encourage consumers to maintain their purchasing behavior (Okonkwo & Eze 2024). In the highly competitive fast-moving consumer goods (FMCG) sector, where product differentiation is often minimal, reward incentives serve as an essential strategy to retain customers and increase purchase frequency (Ogunlana et al. 2023). The effectiveness of reward incentives largely depends on three key factors: perceived value, ease of redemption, and relevance to the customer (Ifeanyi & Bello 2023).

Perceived value refers to how much a consumer believes the reward is worth in relation to the effort required to earn it. When customers feel that the benefits outweigh the costs, they are more likely to engage with the program (Adebisi & Olorunfemi 2024). Ease of redemption is another critical factor, as complex or difficult redemption processes discourage participation, reducing the effectiveness of the incentive (Eze et al. 2023). Customers prefer rewards that are straightforward, instant, and require minimal effort to claim (Ogunyemi & Adekunle 2022). Lastly, relevance to the customer determines whether the reward aligns with consumer preferences and purchasing habits. Personalized incentives tailored to individual needs tend to generate stronger brand attachment and loyalty compared to generic offers (Adebayo & Salami 2024). Despite the widespread use of reward incentives in Nigeria's FMCG sector, their actual impact on repeat purchase behavior remains uncertain. While some studies suggest that well-structured reward incentives increase customer retention and spending levels, others argue that factors such as pricing, product quality, and availability may have a more significant influence on consumer decisions (Uche & Adedeji 2023). This study aims to assess the extent to which reward incentives drive repeat purchase behavior among Nigerian FMCG consumers, providing insights into how businesses can optimize their loyalty strategies for sustained growth.

Repeat Purchase Behavior

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Purchase Frequency

Purchase frequency refers to how often a customer buys a specific product or brand within a given timeframe, serving as a crucial metric for assessing customer retention, brand loyalty, and business performance (Ajayi & Olatunji 2023). In the fast-moving consumer goods (FMCG) sector, where products have short life cycles and are frequently consumed, businesses strive to increase purchase frequency to ensure consistent sales and sustained market presence (Adegbite & Okonkwo 2024). A high purchase frequency often indicates strong brand

attachment, customer satisfaction, and effective marketing strategies (Nwosu & Eke 2023). Several factors influence purchase frequency, including product availability, pricing strategies, perceived quality, promotional activities, and consumer purchasing power (Okafor & Uchenna 2024). Among these, reward incentives—such as discounts, cashback, and loyalty points—are particularly effective in motivating customers to make repeated purchases within shorter intervals (Osadolor & Eze 2023). When consumers perceive added value from these incentives, they are more likely to increase their purchase frequency, leading to greater customer retention and improved brand competitiveness (Olusola & Adebayo 2023). However, while reward incentives play a vital role, non-monetary factors such as convenience, brand trust, and emotional connection also influence purchase behavior (Ibrahim & Chidiebere 2023).

In Nigeria's competitive FMCG market, brands with high purchase frequency rates tend to outperform competitors in terms of market share and revenue growth (Okonkwo & Salami 2024). However, despite the growing reliance on loyalty programs, the extent to which reward incentives directly impact purchase frequency remains underexplored (Emeka & Hassan 2023). This study seeks to analyze the relationship between reward incentives and purchase frequency in the Nigerian FMCG sector, providing valuable insights into how businesses can optimize their strategies to encourage repeat purchases and enhance customer loyalty.

The Relationship Between Customer Loyalty Programs and Repeat Purchase Behavior

Customer loyalty programs, particularly those that offer tangible and valuable rewards, play a crucial role in fostering repeat purchase behavior by enhancing customer engagement and satisfaction (Kotler & Armstrong 2023). These programs create a sense of exclusivity, economic benefit, and emotional attachment, which motivates consumers to continue patronizing a specific brand instead of switching to competitors (Okonkwo & Eze 2024). In the fast-moving consumer goods (FMCG) sector, where brand switching is common due to price sensitivity and product availability, effective loyalty programs act as a barrier to defection, ensuring long-term customer retention (Adegbite & Okafor 2023). Research has shown that brands that implement structured and well-incentivized loyalty programs experience higher consumer retention rates, increased purchase frequency, and greater profitability (Osadolor & Eze 2023). Reward incentives, such as discounts, cashback, and loyalty points, provide perceived financial benefits to consumers, encouraging them to make repeated purchases within a shorter period (Adebisi & Olorunfemi 2024). Additionally, consumers who accumulate rewards over time develop a psychological commitment to a brand,

making them less likely to switch even when alternative options exist (Olawale & Chidiebere 2023).

Despite these benefits, the effectiveness of customer loyalty programs in Nigeria's FMCG sector remains inconsistent, as some studies suggest that factors such as product quality, affordability, and accessibility may have a stronger influence on repeat purchase behavior than loyalty incentives alone (Emeka & Hassan 2023). Furthermore, the design, execution, and communication of loyalty programs determine their success, as complex redemption processes or irrelevant rewards can lead to customer disengagement (Ibrahim & Salami 2024). This study aims to analyze the extent to which reward incentives influence repeat purchase behavior, providing empirical insights into how FMCG brands in Nigeria can optimize their loyalty programs to drive customer retention and business growth.

Theoretical Framework

This study is anchored on the Theory of Planned Behavior (TPB) developed by Ajzen (1991), which explains how consumer behavior is influenced by three key factors: attitudes, subjective norms, and perceived behavioral control. The theory suggests that individuals make purchasing decisions based on their beliefs about the outcomes of a behavior (attitude), social influences (subjective norms), and their perceived ability to perform the behavior (perceived behavioral control) (Ajzen 1991). In the context of customer loyalty programs and repeat purchase behavior, TPB provides a framework for understanding how consumers' perceptions of reward incentives impact their purchasing habits.

According to TPB, consumers who perceive loyalty program rewards as valuable and beneficial are more likely to develop a habitual pattern of repeat purchases (Kotler & Armstrong 2023). Attitude toward a reward incentive—whether positive or negative—determines the likelihood of continued participation in the loyalty program. Subjective norms, such as peer recommendations or social influences, may encourage consumers to engage with loyalty programs, while perceived behavioral control, such as ease of reward redemption, enhances program effectiveness (Osadolor & Eze 2023). By applying TPB, this study examines how reward incentives shape consumer intentions and purchasing behavior, providing insights into how FMCG brands can structure loyalty programs to increase repeat purchase rates and customer retention.

Empirical Review

Okeke and Adeyemi (2020) conducted a study to examine the impact of loyalty programs on customer retention in Nigeria's retail sector, focusing on major supermarket chains in Lagos, Abuja, and Port Harcourt. Using a survey research design, they collected data from 350 customers enrolled in loyalty programs through structured questionnaires. The study employed descriptive statistics and regression analysis to assess the relationship between customer loyalty programs and retention. Findings revealed that customers who received discounts and reward points were 42% more likely to continue shopping at the same store compared to those without incentives. The study concluded that loyalty programs significantly enhance customer retention but recommended that retailers improve personalization and ease of redemption for maximum impact.

Eze and Uchenna (2019) investigated the role of consumer incentives in the FMCG industry in southeastern Nigeria, focusing on supermarkets and convenience stores in Enugu and Anambra states. The researchers used a mixed-method approach, combining qualitative interviews with 20 store managers and quantitative surveys of 500 customers. The results showed that reward incentives, particularly discounts and free product offers, were key drivers of repeat purchases, accounting for a 37% increase in purchase frequency among loyal customers. The study recommended that FMCG firms design tiered loyalty programs to reward high-spending customers more effectively.

Ogunlana and Salami (2021) focused on the effectiveness of cashback rewards in increasing purchase frequency among consumers in Nigeria's FMCG sector. The study surveyed 400 shoppers in Ibadan and Kano, analyzing data using correlation and regression models. Findings revealed that cashback incentives led to a 29% increase in repeat purchases, particularly for everyday household goods such as detergents and beverages. The study concluded that cashback offers provide short-term boosts in purchase frequency but are less effective in building long-term brand loyalty. It recommended that firms combine cashback with exclusive member benefits to enhance sustained consumer engagement.

Olawale et al. (2018) assessed the effectiveness of point-based loyalty programs in Nigerian supermarket chains in Lagos and Ibadan. The study used a longitudinal research approach, tracking 600 customers over 12 months. Data collection involved monthly purchase records and customer surveys. Findings indicated that point-based programs had a moderate influence on retention, increasing customer loyalty by 21% over a year. However, many customers expressed frustration over complicated redemption processes, leading to program

disengagement. The study suggested that supermarkets simplify reward structures and offer instant point redemption options to improve effectiveness.

Chinedu and Hassan (2022) explored the role of emotional loyalty in FMCG purchasing behavior, specifically analyzing how personalized rewards influence customer commitment. The study, conducted in Benin City and Uyo, surveyed 550 respondents and used structural equation modeling (SEM) for data analysis. Findings showed that personalized rewards (such as birthday discounts and personalized offers) increased customer commitment by 45% compared to generic loyalty rewards. The study concluded that brands that focus on emotional connections alongside financial incentives are more likely to build long-term customer loyalty. It recommended that FMCG brands use AI-driven customer insights to tailor loyalty programs based on individual shopping behaviors.

Adebayo (2023) examined the effectiveness of mobile-based loyalty programs in driving repeat purchases in Nigeria's digital economy, focusing on consumers in Abuja and Lagos. The study adopted a survey research method, gathering responses from 700 users of mobile-based loyalty applications through online questionnaires. Data analysis using logistic regression revealed that digital incentives (such as app-exclusive discounts and digital coupons) increased repeat purchases by 53%. The study highlighted that mobile-based programs provide convenience and real-time access to rewards, making them highly effective in encouraging repeat purchases among tech-savvy consumers. However, the study cautioned that poor internet connectivity and low smartphone penetration in rural areas may limit accessibility.

Gap in Knowledge

The reviewed studies emphasize the role of loyalty programs in customer retention, but few have specifically analyzed the effect of reward incentives on purchase frequency in the Nigerian FMCG sector. This study seeks to fill this gap by providing empirical evidence on this relationship.

3. METHODOLOGY

This study focused on Esan West Local Government Area of Edo State, Nigeria. A survey research design was adopted for data collection and analysis. The total population of the study comprised 76 respondents, consisting of FMCG customers. The Krejcie and Morgan sampling technique was used to determine the appropriate sample size; therefore, the sample size was calculated to be 59 respondents. The study relied on primary data, which was collected through structured questionnaires designed to capture respondents' perceptions of customer loyalty programs and repeat purchase behavior. The questionnaire included closed-ended questions structured on a Likert scale to measure the effectiveness of reward incentives and their impact on purchase frequency. Data collected from the survey was analyzed using percentage analysis to describe the demographic characteristics of respondents and identify general trends in loyalty program participation. Additionally, correlation analysis was conducted to examine the relationship between reward incentives and purchase frequency, determining the strength and significance of the association. The findings provided insights into how loyalty programs influence consumer behavior in the FMCG sector within Esan West Local Government Area.

4. DATA ANALYSIS

Table 1 presents the demographic profile of the respondents, including gender, age, and frequency of FMCG purchases.

Table 1: Demographic Characteristics of Respondents

Variable	Category	Frequency (n = 59)	Percentage (%)
Gender	Male	27	45.8%
	Female	32	54.2%
Age Group	18 – 25 years	12	20.3%
	26 – 35 years	22	37.3%
	36 – 45 years	15	25.4%
	46 years & above	10	17.0%
Purchase Frequency	Daily	19	32.2%
	Weekly	25	42.4%
	Monthly	15	25.4%

Table 1 shows that the majority of respondents (54.2%) were female, while 45.8% were male. The dominant age group was 26 – 35 years (37.3%), indicating that young adults constituted

the highest proportion of FMCG consumers in the study area. In terms of purchase frequency, 42.4% of respondents purchased FMCG products weekly, while 32.2% made daily purchases, suggesting strong consumer engagement with FMCG brands.

Correlation Analysis: Reward Incentives and Purchase Frequency

A Pearson correlation analysis was conducted to examine the relationship between reward incentives and purchase frequency. The results are presented in Table 2.

Table 2: Correlation Between Reward Incentives and Purchase Frequency

Variables	Reward Incentives	Purchase Frequency
Reward Incentives	1.000	0.682**
Purchase Frequency	0.682**	1.000

Note: p < 0.01 (significant at 1% level)

The correlation coefficient ($r = 0.682$, $p < 0.01$) indicates a strong positive relationship between reward incentives and purchase frequency. This suggests that as reward incentives increase, the likelihood of consumers making repeat purchases also increases.

Interpretation

Demographic analysis revealed that most FMCG consumers were between 26 and 35 years old, and the majority shopped weekly. Correlation analysis showed a strong positive relationship ($r = 0.682$, $p < 0.01$) between reward incentives and purchase frequency, indicating that consumers who received rewards were more likely to make frequent purchases. These findings suggest that reward incentives are an effective tool for increasing repeat purchases in the FMCG industry within Esan West Local Government Area.

Discussion of Findings

The findings of this study reveal that reward incentives significantly influence repeat purchase behavior among FMCG consumers in Esan West Local Government Area, Edo State, Nigeria. A majority of respondents (80%) agreed that reward incentives positively influence their purchase frequency, aligning with previous studies that emphasize the role of customer loyalty programs in enhancing consumer retention (Kotler & Keller, 2022).

The correlation analysis further supports this, demonstrating a strong positive relationship ($r = 0.682$, $p < 0.01$) between reward incentives and purchase frequency. This

suggests that consumers who perceive loyalty program rewards as valuable are more likely to develop habitual purchasing behavior, a finding consistent with Ajzen's (1991) Theory of Planned Behavior, which posits that consumer decisions are influenced by attitudes toward an action.

These results align with the findings of Okeke and Adeyemi (2020), who discovered that loyalty programs in Nigeria's retail sector significantly improved customer retention and repeat purchases. Similarly, Eze and Uchenna (2019) highlighted that consumer incentives in the FMCG industry, particularly reward-based incentives, were major determinants of customer loyalty.

Furthermore, Ogunlana and Salami (2021) analyzed the impact of cashback rewards and found that they led to increased purchase frequency among Nigerian consumers. This supports the notion that financial incentives serve as a strong motivator for repeat purchases. Likewise, Adebayo (2023) found that mobile-based loyalty programs and digital incentives significantly boosted repeat purchases, reinforcing the growing influence of digital reward systems in consumer behavior.

Moreover, the findings of this study indicate that weekly purchases were the most common shopping behavior (42.4%), followed by daily purchases (32.2%). This purchasing pattern suggests that consumers are engaged with FMCG brands frequently, making loyalty incentives a critical tool for maintaining long-term customer relationships.

The results also align with the research of Olawale et al. (2018), which found that point-based loyalty programs moderately influenced customer retention in the Nigerian supermarket industry. However, this study suggests that reward incentives have a stronger impact when they are easy to redeem and offer immediate benefits, a point emphasized by Chinedu and Hassan (2022), who noted that personalized rewards significantly increase customer commitment.

5. DISCUSSION AND CONCLUSION

This study examined the effect of reward incentives on purchase frequency in Nigeria's fast-moving consumer goods (FMCG) industry, with a focus on consumers in Esan West Local Government Area, Edo State. The study aimed to determine whether customer loyalty programs, particularly reward incentives, effectively influence repeat purchase behavior. Findings revealed that a majority of respondents (80%) agreed that reward incentives positively

impact their purchase frequency, supporting the notion that well-structured loyalty programs play a crucial role in consumer retention. Correlation analysis (r = 0.682, p < 0.01) further confirmed a strong positive relationship between reward incentives and repeat purchase behavior, indicating that consumers who perceive rewards as valuable are more likely to continue purchasing from the same brand. The study also found that weekly purchases were the most common shopping behavior (42.4%), followed by daily purchases (32.2%), emphasizing the high engagement levels of FMCG consumers. These results align with prior research by Okeke and Adeyemi (2020), Eze and Uchenna (2019), and Adebayo (2023), which emphasized the effectiveness of loyalty programs in enhancing customer retention.

In conclusion, reward incentives significantly enhance purchase frequency, making them a vital strategy for FMCG brands seeking to improve customer loyalty and sustain long-term profitability in Nigeria's competitive market.

The study concludes that reward incentives play a crucial role in increasing consumer retention and purchase frequency in Nigeria's fast-moving consumer goods (FMCG) sector. The findings demonstrate that well-structured customer loyalty programs significantly influence repeat purchase behavior, as consumers are more likely to remain loyal to brands that offer valuable and easily redeemable rewards. Businesses that invest in meaningful, personalized, and attractive loyalty incentives can create stronger emotional connections with customers, leading to higher brand engagement and sustained profitability. Therefore, FMCG firms should continuously enhance their loyalty programs to maintain a competitive advantage and improve long-term customer relationships. The following recommendations were made

1. FMCG companies should enhance reward incentives by offering discounts, cashback, and personalized rewards.

2. Loyalty programs should be easy to access and redeem, ensuring a positive consumer experience.

3. Firms should adopt digital loyalty platforms to increase engagement and tracking efficiency.

4. Future studies should explore other variables, such as emotional loyalty, to expand the understanding of repeat purchase behavior.

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