INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS & SOCIAL SCIENCES

Vol 16, Issue 10, (2026) E-ISSN: 2222-6990

The Influence of Marketing Positioning on Consumer Brand Loyalty for Fast-Moving Consumer Goods (FMCG) in Selangor, Malaysia

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DOI Link: http://dx.doi.org/10.6007/IJARBSS/v16-i10/29243

Published Date: 30 October 2026

Abstract

During a period of economic hardship and the changing landscape of consumer preferences and priorities, consumer brand loyalty might be affected due to changing spending pattern. This study examines the influence of marketing positioning elements on customer brand loyalty within the FMCG market in Selangor, Malaysia. Drawing on Brand Equity Theory and Expectancy Disconfirmation Theory, this study adopts quantitative method using a survey with 375 consumers who purchase any of the FMCG products in Selangor. These respondents were selected based on simple random sampling method and the data were analysed using IBM-SPSS version 27.0. The findings highlight that consumers' brand loyalty is positively and significantly influenced by all elements of market positioning which are product quality, product pricing, value proposition, special features, and tagline. These findings underscore the significance of understanding consumer segmentation to tailor marketing positioning efforts effectively. Maintaining consistently high-products quality standards, adopting reasonable pricing strategies that balance affordability with perceived quality and value, and investing in innovation for value-added products and creative taglines emerged as key strategies for FMCG manufacturers seeking to enhance brand loyalty. Overall, the implications drawn from this study can guide FMCG manufacturers and marketers in developing targeted marketing positioning strategies, optimising product offerings, and fostering stronger connections with consumers to maintain a competitive edge in the dynamic FMCG market.

Keywords: Brand Loyalty, Product Quality, Product Pricing, Value Proposition, Special Features, Tagline, FMCG Market

Introduction

The fast-moving consumer goods (FMCG) industry is an important contributor to Malaysia's economy, driven by frequent consumer purchases of essential products, including food and beverages, personal care items, and household products (Department of Statistics Malaysia, 2023; Siddharta, 2024). The sector reportedly contributes approximately 4 to 5 percent of Malaysia's gross domestic product (GDP) and generates over RM100 billion (USD 21 billion)

annually (Department of Statistics Malaysia, 2023; Malaysia Retail Industry Report, 2023). However, intense competition, product similarity, price sensitivity, and the growing influence of digital platforms have made it increasingly challenging for FMCG brands to differentiate themselves and retain customers (Chan et al., 2024; de Calvalho et al., 2020). Consequently, marketing positioning has become essential for communicating distinctive brand value, shaping consumer perceptions, and fostering long-term brand loyalty (Hasan et al., 2022; Sihabudin et al., 2023).

Marketing positioning refers to the strategies through which brands establish a distinctive and favourable position in consumers' minds relative to competing alternatives (Sihabudin et al., 2023). Elements such as product quality, pricing, value proposition, special features, and taglines can influence consumer evaluations and repeat purchasing behaviour (Erlangga & Erlangga, 2021; Saqib, 2020). Nevertheless, sustaining brand loyalty has become increasingly challenging as consumers have greater access to competing products, compare prices and product attributes more easily, and respond to promotional incentives. Nielsen Malaysia (2023) reported that 62% of Malaysian FMCG consumers switched brands based on promotions or perceived value. This finding highlights the vulnerability of brand loyalty when consumers perceive greater value in competing alternatives. For FMCG brands, the challenge is therefore not merely to attract initial purchases but to establish a distinctive market position that consistently communicates relevant benefits and encourages repeat purchasing. These challenges are particularly relevant in Selangor, where competition among local and multinational brands intensifies the need for effective positioning strategies (Malaysia Retail Industry Report, 2023).

The problem extends beyond price competition to the ability of brands to communicate and deliver a convincing value proposition. Product quality may establish perceptions of reliability and performance, while pricing influences perceived affordability and value. Similarly, special features and taglines can communicate differentiation and brand promises, whereas the value proposition conveys the overall benefits offered to consumers. However, the effectiveness of these elements in fostering brand loyalty may differ because consumers evaluate brands based on multiple attributes rather than a single positioning cue. Consequently, a brand's ability to attract attention or generate short-term purchases does not necessarily translate into sustained loyalty. Understanding how these positioning elements relate to brand loyalty is therefore important for FMCG companies seeking to differentiate their products, strengthen consumer relationships, and reduce the risk of brand switching.

Despite the importance of marketing positioning, the existing literature provides an incomplete understanding of how specific positioning elements influence consumer brand loyalty in the Malaysian FMCG industry. Previous studies have examined brand loyalty across various sectors, including hospitality, restaurants, fashion retail, and SMEs (Ilias et al., 2020; Mijan et al., 2020; Mahdzir et al., 2023; Sari et al., 2022). However, empirical evidence focusing specifically on FMCG consumers in Malaysia remains limited. Moreover, the extent to which product quality, product pricing, value proposition, special features, and tagline collectively contribute to brand loyalty within this market requires further investigation. This limitation is important because findings from other industries or geographical contexts may not fully reflect consumer responses in Malaysia's culturally and demographically diverse

market (Chan et al., 2024). Examining these elements within a single empirical framework can provide a more focused understanding of their respective relationships with brand loyalty and help address the sectoral and geographical limitations in the existing literature.

Selangor provides a relevant context for investigating this issue because it is Malaysia's largest state economy in terms of GDP contribution (Department of Statistics Malaysia, 2024). Its diverse consumer population and competitive retail environment provide an appropriate setting for examining how consumers respond to different brand positioning strategies. Accordingly, this study aims to examine the effects of five marketing positioning elements, namely product quality, product pricing, value proposition, special features, and tagline, on consumer brand loyalty in the FMCG industry in Selangor, Malaysia. By examining these elements within a single empirical model, the study seeks to extend the context-specific evidence on marketing positioning and brand loyalty while providing practical insights to help FMCG marketers develop more effective differentiation and customer-retention strategies.

Literature Review

Theoretical Foundation and Conceptual Framework

This study integrates Brand Equity Theory (Aaker, 1991; Keller, 1993) and Expectancy Disconfirmation Theory (Oliver, 1980) to explain how marketing positioning elements influence consumer brand loyalty. Based on conceptual framework in Figure 1, these theories offer complementary perspectives on how consumers develop brand perceptions and evaluate product experiences, ultimately influencing their loyalty.

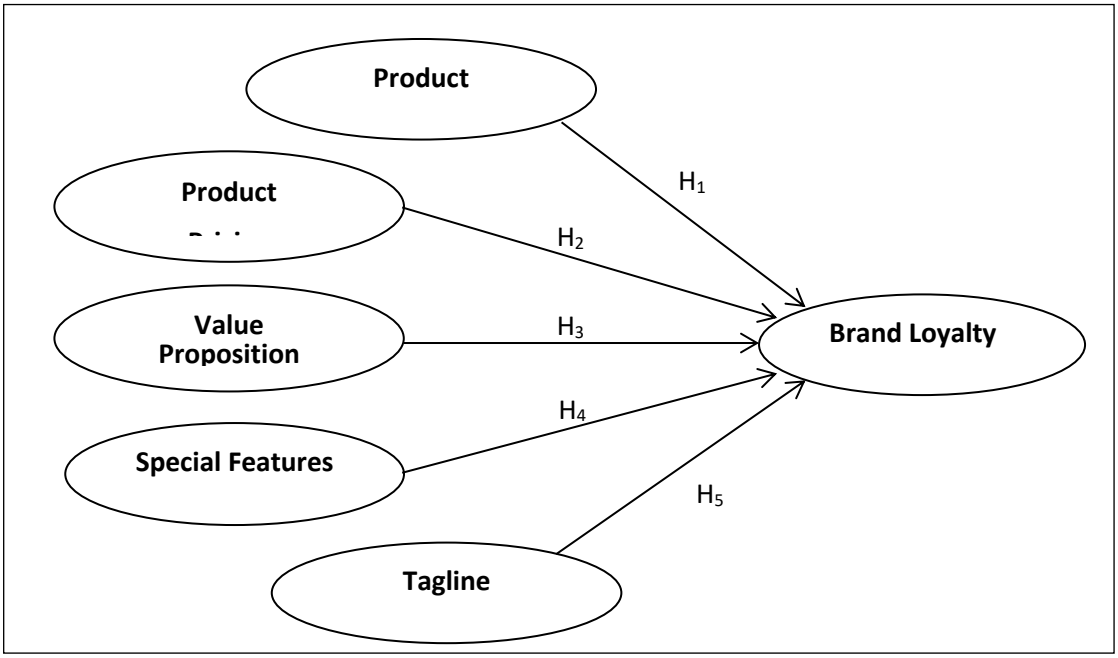


Figure 1. Conceptual Framework

Brand Equity Theory explains how consumers' perceptions and associations contribute to brand value and loyalty. In this study, product quality and product pricing are conceptualised as key positioning elements. Perceived quality influences consumers' evaluations of product performance, trust, and brand value, while pricing serves as an extrinsic cue that communicates quality expectations, affordability, and brand image (Aaker, 1991; Keller, 2021;

Monroe, 2023). Consistent quality can strengthen favourable brand associations, whereas credible pricing signals help establish perceived value and brand positioning. Together, these elements contribute to brand equity and can encourage repeat purchasing and brand loyalty. Although previous studies have examined various marketing and branding factors, further empirical investigation is needed to understand how these core positioning elements jointly influence brand loyalty within an integrated theoretical framework.

Complementing this perspective, Expectancy Disconfirmation Theory explains how consumers evaluate product experiences against their pre-purchase expectations (Oliver, 1980). In this study, the value proposition, special features, and product tagline represent positioning elements that communicate brand benefits, differentiation, and promises before purchase. The value proposition establishes expectations regarding the overall benefits offered, special features signal anticipated product functionality and uniqueness, and taglines communicate brand meaning and positioning (Cravens & Piercy, 2013; Keller, 2021; Osterwalder et al., 2020). When actual product performance meets or exceeds these expectations, positive evaluations and satisfaction may encourage repeat purchases and strengthen brand loyalty. Conversely, unmet expectations may generate dissatisfaction, weaken trust, and increase the likelihood of brand switching.

Taken together, the two theories provide a complementary foundation for examining marketing positioning and consumer brand loyalty. Brand Equity Theory explains the role of perceived quality and pricing in shaping brand value and associations, while Expectancy Disconfirmation Theory explains how communicated benefits and promises influence expectations and subsequent product evaluations. Accordingly, this study examines product quality, product pricing, value proposition, special features, and tagline as marketing positioning elements associated with consumer brand loyalty in the FMCG industry in Selangor, Malaysia.

Product Quality on Consumer Brand Loyalty

Product quality is characteristic in products/services that always depends on their ability to satisfy stated or implied customer needs (Amalia & Budiono, 2022). Consistent product quality in terms of freshness, taste, reliability, safety, and packaging helps brands differentiate themselves in competitive markets and strengthen consumers' psychological attachment (Hoyer et al., 2020; Keller, 2021). Previous empirical studies have consistently demonstrated a positive relationship between product quality and brand loyalty across various industries, including FMCG, cosmetics, and other consumer markets (Fasiha et al., 2022; Ikramuddin & Mariyudi, 2021; Nikmah & Rosia, 2023; Simanjuntak et al., 2020; Tutor et al., 2024). High-quality products encourage repeat purchases, positive word-of-mouth, and resistance to competing brands, thereby contributing to long-term brand loyalty. Nevertheless, this relationship depends on a brand's ability to maintain consistent quality and fulfil consumer expectations. Inconsistent quality, product defects, and product-harm incidents may undermine consumer confidence, reduce repurchase intentions, and encourage brand switching (Ferenčić & Wölfling, 2025; Freundt & Foschiera, 2024). These findings highlight the importance of product quality not only in cultivating consumer loyalty but also in sustaining brand trust and competitiveness. Thus, which emphasises the importance of favourable brand associations in shaping consumer responses, this study therefore proposes the following hypothesis:

H_1: Product quality has a significant influence on consumer brand loyalty.

Product Pricing on Consumer Brand Loyalty

Product pricing plays a significant role in shaping consumer brand loyalty in the FMCG sector, as it influences perceived value, affordability, and purchasing decisions. When prices are competitive, fair, and proportionate to product quality, consumers are more likely to perceive value for money, make repeat purchases, and remain loyal to a brand (Kotler & Keller, 2022; Slack et al., 2020; Xu et al., 2024). Previous studies have demonstrated that effective pricing strategies, including promotional discounts, competitive pricing, and premium pricing, can strengthen brand loyalty by appealing to consumers' needs for affordability, quality, and prestige (Ali & Anwar, 2021; Simanjuntak et al., 2020). These findings suggest that pricing influences loyalty not merely through monetary considerations but also through consumers' evaluations of the benefits received relative to the price paid. Nonetheless, the influence of pricing on brand loyalty may vary according to consumer price sensitivity and perceptions of price fairness. While reasonable and transparent pricing can strengthen trust and encourage repeat purchases, excessive prices, unjustified price increases, and inconsistent pricing practices may weaken consumer confidence and encourage brand switching (Gerea et al., 2021; Han et al., 2021; Xia et al., 2024). Furthermore, Harahap et al. (2021) found that price did not significantly influence consumer loyalty, suggesting that product quality may outweigh price considerations in certain contexts. Despite these contrasting findings, the broader literature indicates that pricing remains an important marketing element in shaping consumer evaluations and loyalty. Hence, this study therefore proposes the following hypothesis:

H_2: Product pricing has a significant influence on consumer brand loyalty.

Value Proposition on Consumer Brand Loyalty

Value proposition is a strategic tool facilitating communication to customers and offer a superior value package to targeted customers (Leroi-Werelds et al., 2021). A compelling value proposition contributes to consumer brand loyalty by communicating benefits that align with consumers' needs, preferences, and expectations. When consumers perceive that a brand delivers meaningful functional and emotional benefits relative to the costs incurred, they are more likely to develop trust, brand attachment, and long-term loyalty (Ahmadian et al., 2023; Zulfikar, 2022). In the FMCG sector, attributes such as product quality, availability, variety, packaging, usability, and affordability strengthen perceived value and encourage repeat purchases and positive recommendations (Oliver, 2021; Tutor et al., 2024). Previous studies have similarly demonstrated that perceived value positively influences brand loyalty across product and service contexts, particularly when the benefits received meet or exceed consumer expectations (Adnyani & Sukaatmadja, 2019; Gogoi & Shillong, 2021). However, the relationship between value proposition and brand loyalty is not universally consistent. While Rismanita et al. (2018) reported a significant relationship between perceived value and brand loyalty, Kassim et al. (2014) and Morgan and Govender (2017) found no significant effect. These contrasting findings suggest that the influence of a value proposition may depend on industry characteristics, consumer expectations, and competitive conditions. Therefore, brands must offer relevant benefits and consistently deliver on their promises to strengthen consumer trust and loyalty. Given the mixed empirical evidence, this study assumes the following hypothesis:

H_3: Value proposition has a significant influence on consumer brand loyalty.

Special Features on Consumer Brand Loyalty

Special features serve as a point of differentiation, allowing brands to stand out and attract loyal customers who appreciate the added value (Nugroho, 2024). It can strengthen consumer brand loyalty by differentiating products from competitors and offering additional functional, economic, symbolic, or environmental benefits (Zulfikar, 2022). When consumers perceive these features as unique, relevant, and aligned with their needs, they are more likely to recognise the brand's value, develop favourable preferences, and make repeat purchases (Kegenbekov et al., 2021; Zulfikar, 2022). In the FMCG sector, features such as customised attributes, eco-friendly packaging, promotional benefits, and product uniqueness can enhance perceived value, brand recognition, and consumer attachment (Almursyid et al., 2024; Felix & Rembulan, 2023; Tutor et al., 2024). Previous studies further demonstrate that perceived uniqueness and distinctive product features contribute to brand loyalty by strengthening brand memorability, repurchase intention, and positive word-of-mouth (Al Hamdany, 2023; Ramdan et al., 2021). However, the influence of special features on brand loyalty depends on their relevance, usability, and design. Excessive or overly complex features may increase cognitive effort, reduce user satisfaction, and weaken repurchase intentions, particularly when they fail to address consumers' actual needs (Scheibehenne et al., 2020; Thompson et al., 2025). These contrasting perspectives suggest that special features can either strengthen or undermine loyalty depending on the value they deliver to consumers. Accordingly, this study proposes the following hypothesis:

H_4: Special features has a significant influence on consumer brand loyalty.

Tagline on Consumer Brand Loyalty

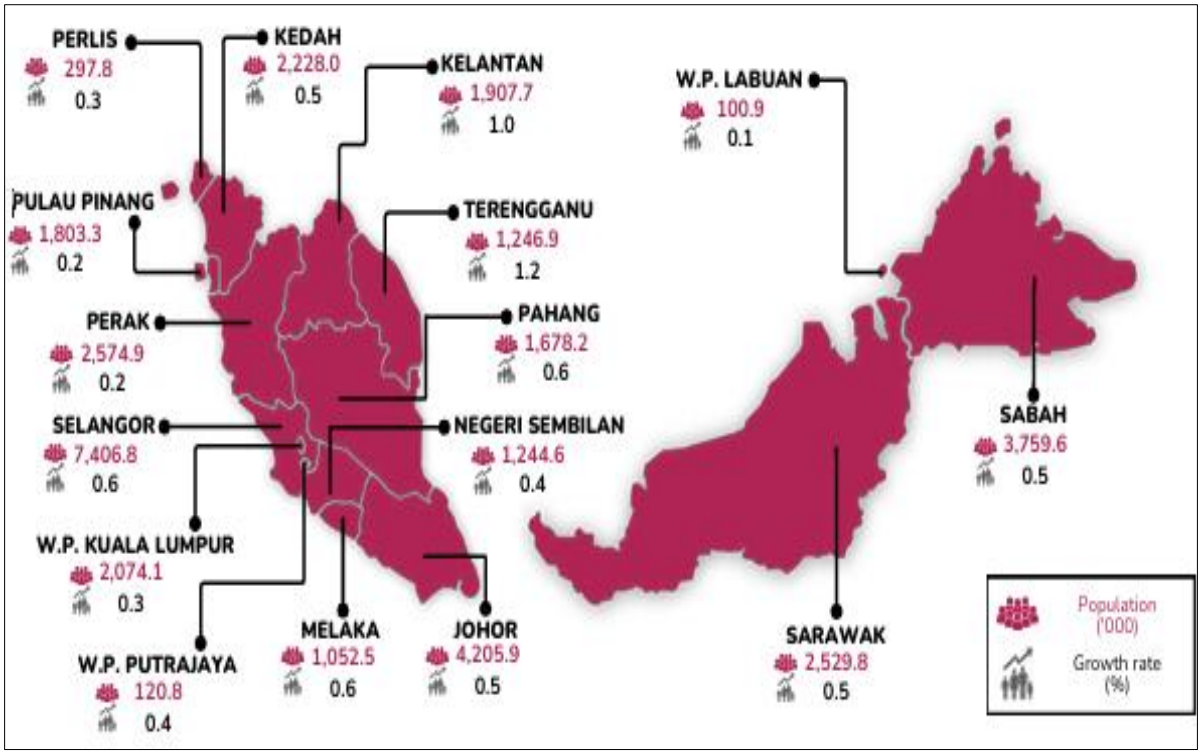
Product taglines play an important role in strengthening consumer brand loyalty by enhancing brand awareness, recall, differentiation, and emotional connection. Memorable taglines communicate a brand's identity and value proposition, helping consumers recognise and recall brands during purchasing decisions (Kohli et al., 2013). In the FMCG sector, taglines that are clear, distinctive, appealing, and consistent with brand identity can reinforce brand positioning and influence consumer preferences. Previous studies have demonstrated that effective taglines enhance brand recognition, emotional engagement, purchase intentions, and loyalty, particularly when their messages resonate with consumers' values and are consistently reinforced through positive product experiences (Gaikwad & Kumar, 2023; Santri et al., 2021; Zulfikar, 2022). Linguistic creativity, simplicity, and memorable expressions can further strengthen brand identification and encourage positive word-of-mouth (Nagarjuna, 2022; Tauqir & Alvi, 2021). Yet, the effectiveness of taglines depends on message clarity, cultural relevance, and consistency with actual product performance. Confusing or misleading messages may undermine consumer trust, while excessive repetition can cause message fatigue and weaken emotional engagement (Hasan et al., 2022; Nwankwo-Ojionu et al., 2021; Selasi, 2025). Furthermore, when a brand fails to deliver the promise communicated through its tagline, consumer dissatisfaction may arise, negatively affecting loyalty (Supriyadi et al., 2022). These contrasting perspectives suggest that taglines can either strengthen or weaken consumer brand loyalty depending on their execution and credibility. Accordingly, this study proposes the following hypothesis:

H_5: Tagline has a significant influence on consumer brand loyalty.

Methodology

Research Design

This study employed a quantitative research approach using a cross-sectional survey design to investigate the influence of marketing positioning strategies on consumer brand loyalty among FMCG consumers in Selangor, Malaysia. The FMCG sector constitutes a significant part of Malaysia's consumer economy, encompassing frequently purchased goods such as food and beverages, personal care items, household products, and other daily necessities. Selangor was selected as the research setting because of its large population, high level of urbanisation, diverse consumer demographics, and extensive retail activities, as illustrated in Figure 2. These characteristics provide a competitive FMCG market in which consumers encounter a wide range of domestic and international brands through various distribution channels, including traditional retail outlets, supermarkets, hypermarkets, convenience stores, and digital commerce platforms.



Source: Department of Statistics Malaysia (2024)

Figure 2. Total Population and Annual Population Growth Rate by State, 2025

The target population consisted of FMCG consumers residing in Selangor who had prior experience purchasing FMCG products. Purposive sampling was utilised to recruit respondents who met four eligibility criteria: (a) Malaysian citizens currently residing in Selangor; (b) individuals aged 18 years and above; (c) consumers who had purchased at least one FMCG product within the preceding six months; and (d) individuals familiar with at least one FMCG brand. Data were collected using an online structured questionnaire from 1 March 2026 to 31 March 2026. Respondents were recruited through social media platforms, including Facebook groups and Instagram. The online survey invitation outlined the study's purpose, participation requirements, and voluntary nature, together with a link to the questionnaire. Screening questions were placed at the beginning of the survey to ensure that only respondents satisfying all eligibility criteria could proceed to the main questionnaire.

The minimum sample size was determined using the sample size determination table proposed by Krejcie and Morgan (1970). Given Selangor's estimated population of approximately 7.4 million as of December 2025, the population was treated as large, requiring a minimum sample of 384 respondents according to the table. A total of 380 questionnaire responses were received during the data collection period. Following data screening and cleaning, five duplicate responses were removed, leaving 375 valid responses for subsequent analysis.

Survey Instruments

The questionnaire included multiple-item measurement scales that have been adapted from the literature and help to ensure the validity of measurement scales for all constructs: seven items for brand loyalty (Atulkar, 2020; Cuesta-Valiño et al., 2022), seven for product quality (Atulkar, 2020; Nguyen et al., 2019), seven for product pricing (Yasri et al., 2020), seven for value proposition (Atulkar, 2020; Kaewkhav et al., 2023), seven for special features (Lee & Kang, 2022), and seven for product tagline (Halili et al., 2022). The scale used for these 42 items was a five-point Likert-type response format, in which respondents could rate the items from 1 ("strongly disagree") to 6 ("strongly agree").

Data Analysis

Standard multiple regression analysis was conducted using SPSS version 27 to examine the effects of five marketing positioning strategies on consumer brand loyalty among FMCG consumers in Selangor, Malaysia. This technique estimates the collective and individual contributions of multiple independent variables in predicting a dependent variable (Pallant, 2020). Model explanatory power was assessed using the coefficient of determination (R^2), while the overall model significance was evaluated using the ANOVA F-test. Standardised beta coefficients and their significance levels were examined to determine the direction, magnitude, and statistical significance of each predictor's influence on brand loyalty.

Preliminary Assessment

A preliminary assessment of the data was conducted by calculating the values of the Cronbach's alpha for each construct separately. According to Montgomery et al. (2021), reliability coefficient test indicates how well the items in a set positively correlated from one another. Constructs can be considered as reliable if the Cronbach's alpha value is set to be 0.7 and above (Pallant, 2020). Table 1 depicts that all constructs measuring consumer brand loyalty are ranging from values 0.817 to 0.899. Hence, the internal consistencies of all constructs are considered acceptable since each reliability testing exceeds the suggested threshold.

Further, an assessment of normality of the metric constructs involves empirical measures of a distribution's shape characteristics (skewness and kurtosis). Table 1 shows that the normality assessment values for all constructs are between ±3.00 as suggested by Pallant (2020). The result also shows that skewness and kurtosis have both positive and negative values. However, according to Pallant (2020), negative or positive skewness and kurtosis does not represent any problem until and unless they are within normal range. Therefore, this assessment confirms that the data of this study is normally distributed.

Table 1
Reliability and Normality Assessment Results

Constructs	Item	Cronbach's Alpha	Skewness	Kurtosis
Product Quality	7	0.827	-1.702	1.388
Product Pricing	7	0.817	-1.708	2.194
Value Proposition	7	0.828	-1.764	1.133
Special Features	7	0.826	-1.634	2.408
Tagline	7	0.899	-1.602	1.490
Brand Loyalty	7	0.825	-1.413	1.323

Results and Discussion

The demographic profile reveals that 63% of research participants were female as compared to 37% of male. Further, almost one-third of the respondents (36.5%) are in the age group of 21 to 30 years old. There are 62% of the respondents have been married, while another 38% are single. According to the respondents' educational background, majority of them (46.9%) holds Bachelor Degree or Master Degree, followed by Diploma (29.2%). The occupational status of the respondents shows that one-fourth (25%) of them worked in government agencies with monthly income of between RM2,500 to RM3,500 (45.1%). Finally, the result reveals that majority of the respondents opted for food and beverages (42.3%), followed by cosmetics products (21.9%) as part of their frequent buying of FMCG products.

The Extent of Consumer Brand Loyalty

This section presents the findings pertaining to the extent of consumer brand loyalty with FMCG products. The mean score of 4.795 for brand loyalty in Table 2 is statistically significant at the 1% level, indicating that respondents generally demonstrated a strong tendency to maintain favourable attitudes and behavioural preferences towards their preferred FMCG brands. The high level of brand loyalty may be associated with the nature of FMCG consumption, where consumers frequently purchase familiar products and may develop stable preferences based on previous consumption experiences. Repeated positive experiences can strengthen consumers' confidence in a brand and reduce the perceived need to switch to alternatives. In addition, familiarity with a preferred brand may simplify purchasing decisions in a market characterised by numerous competing products.

Table 2
The Extent of Consumer Brand Loyalty

	n	Mean	One Sample T-Test	
			***t*-statistic**	***p* value**
Brand Loyalty	375	4.795	**130.641**	**.000*****

Note: Result is significantly different at *** 1% level and ** 5% level, respectively, using two-tailed tests.

In general, Table 3 reveals that majority of respondents choose the FMCG product that is reliable in meeting their expectations, indicating that reliability represents a particularly salient aspect of product quality among FMCG consumers in Selangor. FMCG products are purchased and consumed frequently, often as part of consumers' routine activities. Consequently, consumers may place considerable importance on whether a product

consistently delivers the expected performance. This finding is consistent with the broader conceptualisation of perceived quality, whereby consumers assess quality based on the product's ability to provide expected performance and satisfy their requirements (Tahir et al., 2024). Besides, respondents justified that they preferred to buy a FMCG product because it performs well for its intended purpose, reinforces the importance of functional performance in consumers' quality evaluations. Rather than evaluating quality solely through abstract perceptions, consumers appear to place substantial emphasis on whether the product performs effectively for its intended purpose.

Table 3
Descriptive Statistics Finding of Consumer Brand Loyalty

Items		Mean	Rank
BL1	I am always loyal towards the brand when I get the required values.	4.899	**1**
BL2	The products' brand would be my first choice.	4.787	6
BL3	My experience with the brand has been very good.	4.797	4
BL4	I am always loyal to the brand which creates emotional attachment.	4.872	**2**
BL5	I would not buy another brand if this brand were not available.	4.611	**7**
BL6	I protect the product brand when someone else tarnish their image.	4.811	**3**
BL7	I will continue to buy this specific brand in the future.	4.789	5

Descriptive Statistics

This section aims to discuss to descriptive statistics for each marketing positioning construct in this study. Table 4 shows that on average, respondents highly agreed that they preferred to buy a product that has consistent quality (mean = 4.904). This preference stems from the desire for reliability and predictability in their purchases. Besides, consistent quality builds trust, which is a key driver for repeat purchases and positive word-of-mouth. In addition, the respondents are highly agreed that they enjoyed shopping when they perceived quality in the product (mean = 4.888). Respondents also loved to create emotional bonding with quality product (mean = 4.877). This indicates that consumers do not always adopt purchasing behaviour in a rational manner. Sometimes the purpose of purchasing FMCG products is to be novel and interesting or acquire emotion. For example, impulsive shoppers may purchase products they do not need solely for emotional reasons. People usually switch brands that they originally felt satisfied with to receive stimulation because new things bring them joy and surprise.

Table 4 shows that on average, respondents are highly agreed that they preferred to buy a product with the price that represents its quality (mean = 4.1933). Consistent with Slack et al. (2020) and Xu et al. (2024), customers tend to consider the value obtained from the price they pay. Moreover, respondents are also highly agreed that they felt that the price of a product offered is quite reasonable (mean = 4.126). This indicates that when consumers perceive the price as fair, competitive with their purchasing power, and reflecting the product's value, it encourages repeat purchases and brand loyalty. Conversely, overly high or low prices can erode consumers' confidence and loyalty.

Further, it is shows that on average, respondents are highly agreed that they believed their chosen FMCG product's brand would not damage consumers' benefits (mean = 4.923). This

indicates that when consumers perceive high product benefits, it strengthens their trust in that brand and increases satisfaction, potentially leading to a higher repurchase in the future. In addition, respondents are highly agreed that it is really good value for money to purchase their chosen product's brand with respect to the time, energy, and cost (mean = 4.880). Perhaps, this perceived value is reflected in the long-term cost savings households can achieve by choosing this brand. This result is consistent with a finding by Tutor et al. (2024) whereby they disclosed that consumers generally prefer products that offer a high perceived value, which is a subjective assessment based on the benefits they receive relative to the time, energy, and cost they invest. This perceived value significantly influences buying decisions and overall satisfaction.

Table 4
Descriptive Statistics Finding of Marketing Positioning Dimensions

Items		Mean	Rank
Product Quality		**4.8663**	
PQ1	I enjoyed shopping when I perceived quality in the product.	4.888	**2**
PQ2	I prefer to buy a product that has consistent quality.	4.904	**1**
PQ3	I prefer to buy a product that has high quality control and standards.	4.851	6
PQ4	Quality of the product generates my buying excitement.	4.856	5
PQ5	I love to create emotional bonding with quality product.	4.877	**3**
PQ6	Quality in product helps me to identify the brand.	4.861	4
PQ7	I prefer to buy a product that has a positive impact on the environment.	4.827	7
Product Pricing		**4.8404**	
PP1	I feel that the price of a product offered is quite reasonable.	4.875	**2**
PP2	Though much more expensive, I prefer a product that has better value for money.	4.848	**3**
PP3	I prefer to buy a product that would be economical.	4.800	6
PP4	I prefer to buy a product with the price that represents its quality.	4.933	**1**
PP5	The benefits I get from this product are equivalent to or even better than the amount of money I spend.	4.840	4
PP6	I perceived that the seller has consider the price of a product sold by competitors in setting their price.	4.827	5
PP7	I perceived that the price is symbolic perception of the brand image.	4.760	7
Value Proposition		**4.8457**	
VP1	I perceive more value when I get this product in competitive price.	4.779	**7**
VP2	I perceive purchasing this product increases my emotional attachment with the brand.	4.856	4
VP3	It is worth purchasing this product based as it affects my own feelings of a pleasant experience.	4.837	5
VP4	It is really good value for money to purchase this product's brand with respect to the time, energy, and cost.	4.880	**2**
VP5	This product meets my demand and personal preferences.	4.859	**3**
VP6	I believe this product's brand won't damage consumers' benefits.	4.923	**1**
VP7	I feel this product's brand has some level of social responsibility.	4.787	6
Special Features		**4.8876**	

SF1	This brand has special features which is distinguished from competitors.	4.893	**3**
SF2	This brand complies laws and codes of ethics in producing process.	4.864	6
SF3	I prefer to purchase product that has high nutritional values.	4.925	**1**
SF4	I prefer to purchase product that offers healthy benefits.	4.907	**2**
SF5	This brand is eco-conscious for sustainability.	4.891	4
SF6	This brand has responsibilities in social issue for the future.	4.875	**5**
SF7	The product of this brand has originality and couldn't be copied easily.	4.859	7
Tagline		**4.8358**	
TG1	Taglines that "hit me in the feels" able to persuade me into buying the product.	4.877	**2**
TG2	Proper arrangement of the tagline's font able to attract me into buying the product.	4.827	5
TG3	I am motivated to buy a product when the tagline contains humour and jokes.	4.699	7
TG4	I am motivated to buy a product when the tagline uses strong visuals.	4.827	5
TG5	I am motivated to buy a product when the tagline is informative.	4.869	**3**
TG6	I am motivated to buy a product that showcases authenticity or is natural in their tagline.	4.907	**1**
TG7	I am motivated to buy a product when its tagline involves a sense of adventure.	4.845	4

Table 4 also shows that respondents are preferred to purchase product that has high nutritional values (mean = 4.925) and offered healthy benefits (mean = 4.907). This trend is reflected in a growing interest for health awareness and demand for access to nutritional information. Currently, consumers are more informed about the link between diet and health, leading them to seek out foods or products that offer nutritional benefits. In addition, respondents are also highly agreed that they choose for the respective brand due to its special features which is distinguished from competitors (mean = 4.893). Perhaps, these respondents choose a brand based on its distinctive features, identify the unique selling points that differentiate it from competitors. These could include innovative features, exceptional customer service, a strong brand reputation, or a unique brand personality.

Finally, Table 4 reveals that respondents are highly motivated to buy a product that showcases authenticity or is natural in their tagline (mean = 4.907). These authentic and natural taglines usually use language that evokes naturalness, simplicity, and purity, aligning with the desired brand image. For example, a product emphasising authenticity or natural qualities normally used taglines like "Naturally Fresh, Naturally You", "Purely Simple", or "Earth's Bounty, Straight to Your Plate" effectively convey these attributes. Further, respondents are highly agreed that taglines that "hit me in the feels" able to persuade them into buying the product (mean = 4.877). This finding reinforces the idea that engaging taglines with feeling and emotion may enhance brand visibility and presence in the competitive FMCG market.

Factors Influencing Consumer Brand Loyalty

Table 5 reveals that the regression model ($F(5, 375) = 77.761$, p value < $.05^{***}$) is significant at 1% level, and the variation of the overall model is relatively high with R^2 value of 71.2% variation in the extent of brand loyalty. This finding indicates that 71.2% of the total variation in the consumer brand loyalty can be accounted for by five marketing positioning predictors

collectively in this model. The remaining 28.8% perhaps may be due to other factors that cannot be explained by this model.

The finding in Table 5 reveals a positive and significant relationship between product quality and consumer brand loyalty (β = 0.247, *t*-statistic = 4.751, *p*-value < .05***); therefore, H_1 is supported. This augments the Brand Equity Theory whereby high-quality products generate superior usage experiences, leading to positive brand judgments, favourable associations, and increased consumer trust. Consumers regularly purchase high quality particular FMCG brands, as the product quality is considered as an emotional attachment which drives consumers to take actions for purchase, repurchase or switch the brand decisions (Fasiha et al., 2022). This finding consistent with previous studies that found customers tend to be more loyal to brands that provide products with consistent quality and meet their expectations (Fasiha et al., 2022; Ikramuddin & Mariyudi, 2021; Nikmah & Rosia, 2023; Simanjuntak et al., 2020; Tutor et al., 2024).

Table 5
Factors Influencing Consumer Brand Loyalty

Hypotheses	**β**	**t-statistic**	***p* value**	**Results**
H_1: Product Quality → Brand Loyalty	0.247	4.751	.000***	Supported
H_2: Product Pricing → Brand Loyalty	0.213	3.795	.000***	Supported
H_3: Value Proposition → Brand Loyalty	0.126	2.250	.025**	Supported
H_4: Special Features → Brand Loyalty	0.128	2.179	.030**	Supported
H_5: Tagline → Brand Loyalty	0.140	2.859	.004***	Supported

Note: *** denotes significance at .001 level; ** denotes significance at .05 level; ^{NS} denotes not significant.

Next, positive and significant effect can be seen in the relationship between product pricing and brand loyalty (β = 0.213, *t*-statistic = 3.795, *p*-value < .05***), and it is significant at 1 percent level. This result leads to acceptance of hypothesis H_2. This finding suggests that consumers favour FMCG brands offering fair, reasonable prices that correspond to perceived product quality and value for money. This implies that price fairness and perceived value are key mechanisms through which pricing influences loyalty. Therefore, manufacturers should balance affordability with product value rather than rely solely on low pricing. This result is consistent with previous research (Ali & Anwar, 2021; Simanjuntak et al., 2020; Slack et al., 2020; Xu et al., 2024) that suggested pricing influences loyalty not merely through monetary considerations but also through consumers' evaluations of the benefits received relative to the price paid.

Further, the findings indicate a positive and significant relationship between value proposition and brand loyalty (β = 0.126, *t*-statistic = 2.250, *p*-value < .05**); hence, H_3 is supported. Although significant, value proposition is the weakest predictor among the five strategies, due to the nature of the FMCG market itself. FMCG products are typically low-cost, frequently purchased, and highly substitutable, with many brands offering similar value claims such as "high quality," "affordable," or "value for money." As a result, value propositions often become generic and less differentiated, reducing their ability to influence consumer loyalty. Besides, this could be due to consumers' perceived value on FMCG products is subjective,

meaning it varies based on individual demand, personal preferences, and experiences. Brands should therefore communicate distinctive benefits and consistently deliver value that meets consumer expectations. When the benefits received meet or exceed consumer expectations, then the perceived value could positively influence brand loyalty which is aligned with previous studies (Adnyani & Sukaatmadja, 2019; Gogoi & Shillong, 2021).

Moreover, the finding shows that special features influenced the brand loyalty as there is a positive and significant relationship between these two constructs (β = 0.128, *t*-statistic = 2.179, *p*-value < .05**). Therefore, hypothesis H_3 was supported. This result highlights the importance of distinctive product attributes that meet consumer preferences, including product uniqueness, safety, nutritional benefits, and environmental sustainability. FMCG manufacturers should develop relevant and meaningful features to differentiate their brands and encourage repeat purchases. This finding is consistent with previous studies such as Al Hamdany (2023), Almursyid et al. (2024), Felix and Rembulan (2023), Ramdan et al. (2021), and Tutor et al. (2024) that found perceived uniqueness and distinctive product features contribute to brand loyalty by strengthening brand memorability, repurchase intention, and positive word-of-mouth.

Finally, the results demonstrate a positive and significant relationship between product tagline and brand loyalty (β = 0.140, *t*-statistic = 2.859, *p*-value < .05***); therefore, H_5 is supported. This result illustrates an intriguing dynamic of product tagline in consumer recall whereby taglines have a lasting impact on memory, often remaining memorable even when specific products are not available. Hence, memorable, clear, and emotionally appealing taglines can strengthen brand recognition, recall, and consumer engagement, ultimately encouraging repeat purchases. FMCG marketers should ensure that taglines communicate credible brand promises and align with actual product performance. This finding supports previous research on the role of taglines in strengthening brand loyalty (Gaikwad & Kumar, 2023; Santri et al., 2021; Zulfikar, 2022), especially when their messages resonate with consumers' values and are consistently reinforced through positive product experiences.

Conclusion

This study provides valuable insights into the complex interplay of marketing positioning elements in influencing consumers brand loyalty in the FMCG sector. The findings highlight the critical importance of marketing positioning strategies in shaping consumer behaviour and preferences. Maintaining high-quality consistent standards, adopting reasonable pricing strategies that balance affordability with perceived quality and value, and investing in innovation for value-added products and creative taglines emerge as key strategies for FMCG manufacturers seeking to enhance consumer appeal and brand loyalty. Overall, the findings emphasise the importance of an integrated marketing positioning strategy in fostering consumer loyalty in a highly competitive FMCG market.

This study contributes to Brand Equity Theory and Expectancy Disconfirmation Theory by demonstrating how product-related attributes and marketing communication elements influence consumer brand loyalty. The findings suggest that product quality and pricing are particularly important in shaping consumers' evaluations of brand value, while taglines and special features contribute to brand differentiation, recognition, and preference. The significant relationship between value proposition and brand loyalty further highlights the

relevance of consumers' perceived benefits in evaluating brands. By examining these five factors within the Malaysian FMCG context, this study extends the application of Brand Equity Theory and Expectancy Disconfirmation Theory to explain consumer loyalty in a market characterised by frequent purchases and extensive brand alternatives.

Besides, the findings offer several implications for FMCG manufacturers and marketers. First, product quality should remain the primary strategic priority, with consistent quality control, product safety, and reliability to strengthen consumer trust. Second, pricing strategies should balance affordability with perceived quality and value for money rather than depend exclusively on discounts. Third, marketers should develop clear, memorable, and emotionally engaging taglines that communicate credible brand promises. Fourth, special features, including product convenience, uniqueness, and environmentally responsible attributes, should reflect consumers' actual preferences. Finally, firms should communicate distinctive value propositions that clearly differentiate their offerings from competing brands. These strategies can help FMCG businesses strengthen customer retention and achieve sustainable brand competitiveness.

This study has several limitations. First, the research focused exclusively on FMCG consumers in Selangor, Malaysia, which may limit the generalisability of the findings to other geographical settings. Future studies could include other Malaysian states or conduct cross-country comparisons. Second, purposive sampling and online questionnaire distribution may introduce selection bias, as consumers with limited digital access or different demographic characteristics may be underrepresented. Future research could employ probability-based or mixed-mode sampling to improve sample representativeness. Third, the cross-sectional design captures consumer perceptions at a single point in time and cannot establish causal relationships. Longitudinal studies could examine how marketing positioning strategies influence brand loyalty over time. Finally, future research could investigate additional factors, such as brand trust, customer satisfaction, perceived brand authenticity, and brand experience, as potential mediators or moderators. Comparative studies across FMCG product categories could also establish whether the relative importance of product quality, pricing, value proposition, special features, and taglines varies according to product type and consumer characteristics.

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