

**Influence of Brand Association on Consumer Loyalty  
Consumers' Response on Toothpaste Brands at Arusha**

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The purpose of this research was to investigate the magnitude of the relationship in the influence of brand association on customer loyalty of toothpaste brands. Specifically, four (4) Toothpaste brand-association's components (functional, emotional, symbolic and personality) as perceived by customers were considered with their impact on loyalty to particular toothpaste brands. The study methodology based on multi-stage sampling where a sample size of 140 toothpaste customers was randomly selected from three districts-Monduli, Arusha and Arumeru out of six districts of Arusha region. Designed as household survey, structured-undisguised questionnaire was employed to obtain responses of customers. Total of 117 questionnaires were returned, making 84 percent of return rate. Findings indicate that, customer loyalty is influenced with their association to all four components where the most critical brand association components having a significant impact on customer loyalty are "Fresh breath" and "Whiter teeth"(functional association). Also, it is was learned that, toothpaste users are more of behavioural loyalty than of attitudinal loyalty. The finding conforms with theoretical claim that, behaviour loyalty is likely to be observed to products which have low risk and are purchased frequently. Moreover, the role of customer satisfaction toward customer loyalty is significant. From the findings, it is recommended to marketing managers to establish reinforcement loyalty- campaigns so as to increase repeat purchase. Ensuring quality consistent and broader distribution channels will guarantee customers retention.