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Understanding Differences in the Dimensions of Brand Loyalty among Generational Cohorts in the Carbonated Beverage Category

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ABSTRACT

This study explores generational differences in the antecedents of brand loyalty in the carbonated beverage category. Eight loyalty dimensions were examined across three generational cohorts: Millennials, Generation X and Baby Boomers. Results indicate partial support for the study hypothesis. Significant generational differences were only observed for some loyalty dimensions and in most of those cases, Baby Boomers recorded significantly higher scores than Millennials but were not significantly different than other groups. There were also very few differences between Millennials and Generation X.

ABOUT THE AUTHORS

Dr. Neleen Leslie is a lecturer in the School of Business Administration at the University of Technology, Jamaica. She lectures in Market Research and Integrated Marketing Communications. Dr. Leslie is a graduate of Florida State University, where she earned her PhD in Communication as well as master's degrees in Integrated Marketing & Management Communication and Measurement & Statistics.

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