

# Consumer Perception and Brand Loyalty Towards Local V/S Multinational Brands

**Adamy Tiwari**

Student of IPM Program (Semester V)

Institute of Management, Nirma University, Ahmadabad, Gujarat

adamyatiwari1@gmail.com

**Abstract:** *Consumer perception and brand loyalty are central to understanding competitive dynamics in modern markets where local and multinational brands coexist. This study explores how consumers perceive these two categories of brands and how such perceptions influence long-term loyalty. Findings from secondary research indicate that multinational brands are often associated with quality, innovation, and aspirational value, attracting younger, urban, and higher-income consumers. In contrast, local brands are perceived as affordable, trustworthy, and culturally relevant, fostering loyalty particularly among price-sensitive and ethnocentric segments. The research further reveals that while multinational brands build loyalty through global credibility and consistent quality, local brands sustain loyalty through cultural alignment, accessibility, and emotional resonance. The study underscores that brand loyalty is not static but evolves with demographic, socio-economic, and cultural shifts. It also emphasizes the growing role of marketing communication and digital platforms in shaping consumer perceptions and loyalty patterns. By comparing local and multinational brands, the research contributes to a deeper understanding of consumer psychology, highlighting that sustainable loyalty requires balancing global aspirations with local relevance*

**Keywords:** Consumer perception, brand loyalty, local brands, multinational brands, cultural identity, affordability, globalization, consumer behaviour

