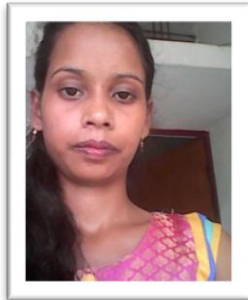


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A Study on Brand Loyalty of Consumer: Case Study of Health Drink



Neerja Devi

Research Scholar,
Deptt. of Management,
Himalayan University,
Arunachal Pradesh



Kranti Singh

Assistant professor
Deptt. of Commerce,
N.S.C. B. Govt. P.G. College,
Aliganj, Lucknow

Abstract

Consumer learning, habit and brand loyalty are closely linked concepts, Habitual Purchasing behaviour is the result of consumer learning from reinforcement. Consumer will repeatedly buy what satisfies them best. This behaviour leads to brand loyalty. Learning leads to repetitive buying and habit. In a model representing habitual purchasing behaviour, a consumers need arousal leads directly to an intention to buy a subsequent purchase and post purchase evaluation are minimal habit frequently leads to brands loyalty, that is repetitive buying based on a commitment to the brand. The different learning theories describe two views of brand loyalty. An instrumental consistent purchase of a brand is a reflection of brand loyalty. But such loyalty may lack commitment to the brand and reflect repeat buying based on inertia. The cognitive school believes that behaviour is an insufficient measure of loyalty. Attitudinal commitment to the brand is also required. Brand loyal consumer also tend to be store-loyal but store loyalty is an in efficient mode of shopping since it is likely to result in the consumer paying more because of a lack of search for alternatives. Brand loyalty represents a favorable attitude to word a brand resulting in consistent purchase of the brand over time. It is the result of consumers learning that one brand can satisfy their needs.

Keywords: Consumer Behaviour, Brand Loyal Consumer.

Introduction

Several researchers have attempted to define the characteristics of a brand-loyal consumer. Their studies have uniformly shown that there is no general, brand-loyal consumer. That is a consumer who tends to be loyal regardless of product category. Brand loyalty is product-specific. Consumers will be loyal to brands in one category and will have little loyalty to brand in other categories. The brand-loyal consumer tends to be more self-confident in her or her choice. Both day and Carman found this relationship to be true in separate studies of consumer-packaged goods. The brand loyal consumers are more likely to be store-loyal. Carman states that the consumer who restricts the number of stores visited thereby restricts the opportunity to be disloyal to the brands the store sells. Therefore, "store loyalty is a regulator of brand loyalty." Brand-loyal consumers are more likely to perceive a higher level of risk in the purchase and use repeat purchasing of a single brand as a means of reducing risk. Minority-group consumers tend to be more brands loyal. Loyalty may be the result of greater financial risk in purchase and a desire to "play it safe."

Brand

A brand is defined as a 'name, term, symbol, design, or a combination of them, which is intended to identify the goods and services of one seller and to differentiate them from those of competitors.' A trademark is a brand that has been given legal protection, thus ensuring its use exclusively by one seller. Trademark is a legal term, while brand is a marketing term. In marketing, the brand name is a major selling tool and one of the most important components of the "total product personality." We are, in fact, living in an age of brands the intensive brand promotions undertaken by marketers of various products have made consumers extremely brand-conscious. These days no consumer asks for just toothpaste. He specifically asks for Colgate, or Close-up, or some other brand. The brand name is the mantle the product puts on. The brand image, developed through advertising and other promotional measures, create strong brand awareness and loyalty among consumers. Corporations spend long years, lot of money and effort to build brands. A goods brand is an invaluable asset for the owner.

Brands identify the source or maker of a product and allow consumers either individuals or organizations to assign responsibility to a particular manufacturer or distributor. Consumers may evaluate the identical product differently depending on how it is branded. Consumers

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learn about brands through past experiences with the product and its marketing program. They find out which brands satisfy their needs and which ones do not. As consumers' lives become more complicated, rushed, and time-starved, the ability of a brand to simplify decision-making and reduce risk is invaluable.

Brands also perform valuable functions for firms. First, they simplify product handling or tracing. Brands help to organize inventory and accounting records. A brand also offers the firm legal protection for unique features or aspects of the product. The brand name can be protected through registered trademarks, manufacturing processes can be protected through patent, and packaging can be protected through copyright and designs. These intellectual property rights ensure that the firm can safely invest in the brand and reap the benefits of a valuable asset. Although competitors may easily duplicate manufacturing processes and product designs, they cannot easily match lasting impression in the minds of individuals and organizations from years of marketing activity and product experience. In this sense, branding can be seen as a powerful means to secure a competitive advantage.

Why do Brands Matter?

Brands perform important functions which are advantageous to both consumers and companies.

1. For a consumer, a brand serves as an identification of a product. If a consumer recognizes the brand and has some prior knowledge of it, then they do not have to engage in a lot of additional thought and information processing to make a purchase decision. It reduces the customer's search effort and time, thus simplifying his decision-making.
2. Brands serve to reduce the risks in product decisions. Consumers perceive several risks such as financial risk, physical risk, functional risk, social and psychological risks. Although consumers have several different ways of handling these risks, one way in which they cope is to buy known brands, especially those with which they have favorable past experiences.
3. Brands stand for; they can form deep relationships and bonds with the customer. Consumers offer their trust and loyalty to such brands with the understanding that the brand will behave in a certain way and will provide value to them through consistent product performance, and appropriate pricing, promotion and distribution programs.
4. Brands also act as symbolic devices, allowing customers to project their self-image. This is an important function performed by the brand. Certain brands are associated with being used by certain types of people and thus reflect different values or traits. Consuming such brands is a means by which consumers convey to others the type of person they are or would like to be.
5. For the company, brands provide a legal protection for all the investment and efforts made by the company in creating unique features, associations and differentiation. Brands are enormously valuable legal assets; the only asset that appreciates with time, which can be brought

and sold. Large earnings multiples have been paid for valuable brands.

Objectives of the Study

A close link exists among learning, habit, and brand loyalty. Brand loyalty represents a favorable attitude toward a brand resulting in consistent purchase of the brand over time. It is the result of consumers learning that one brand can satisfy their needs. Brand-loyal consumers are more likely to perceive a higher level of risk in the purchase and use repeat purchasing of a single brand as a means of reducing risk.

1. To analyze the purpose of consuming health drink.
2. To study the promotional measurement of brand loyalty.

Review of Literature

According to T. Kalakumari and M. Sekar (A study on emotional brand loyalty towards consumer health drinks). The Horlicks brand has a very good brand loyalty among consumers since it stands the top most level like from the taste, price, packing, shelf life, offers, health constraints etc. so by seeing all these, the consumer starts to prefer Horlicks brand as the most. The next brand is positioned by Complan, Boost and finally Bournvita. These four brands are the major players in the mind of consumers. Hence brand loyalty has been a part of the consumer in choosing the brands of their health drinks.

According to Henry Assael ("Consumer Behavior and Marketing Action" 6th edition). Marketing firms need some systematic basis for collecting information. Marketers designed to provide data on what consumers do and why. Such information systems are designed to collect data secondary data and primary data. Consumer learning, habit and brand loyalty are closely linked concepts. Habitual purchasing behavior is the result of consumer learning from reinforcement. Consumers will repeatedly buy what satisfies them best. This is repetitive buying based on commitment to the brand. The different learning theories describe two views of brand loyalty. An instrumental conditioning approach suggests that a consumer's consistent purchase is a reflection of brand loyalty. But such loyalty may lack commitment to the brand and reflect repeat buying based on inertia.

Research Methodology

To analyze the brand loyalty of consumers: Case study of health drink in Sanjay Gandhi Puram Lucknow of state Uttar Pradesh. The methodology adopted in the collection and analysis of data has been detailed below.

Sources of Data

To analyze the brand-loyal consumers both primary and secondary data were used. Primary data were collected from the respondents through questionnaire. Secondary data were collected from various books, journals and websites.

Selection of Sample Respondents

The population of the study covers the health drink users in the study area. Adopting convenience sampling technique, 80 respondents were chosen among the population of health drink users in Sanjay Gandhi Puram Lucknow.

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Data Collection Tool

A well-structured questionnaire was prepared for the purpose of collection of data. The questionnaire includes personal information of the consumers, preferences of consumers the particular health drinks, reasons for consumption, taste, satisfaction level and promotional measurement of brand loyalty etc.

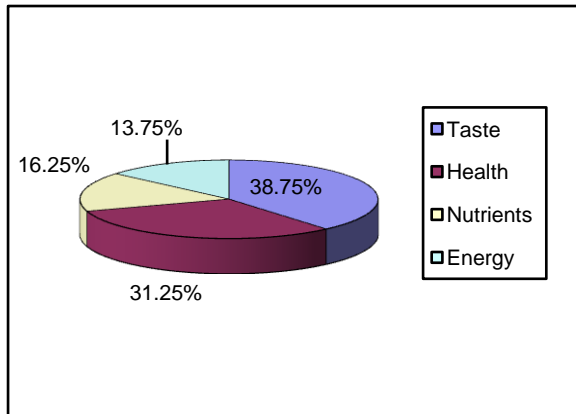
Data Processing and Analysis

This process has some specific goals for completion of study. The data were analysed with the help of percentage method. In this study 80 respondents are selected from among the population of health drinks users in Sanjay Gandhi Puram Lucknow.

Table:-1 Purpose of Consuming Health Drinks

S. No.	Purpose	No. of Respondents	Percentage (%)
1	Taste	31	38.75
2	Health	25	31.25
3	Nutrients	13	16.25
4	Energy	11	13.75
	Total	80	100

(Source: Primary Data)



The above Table-1 shows that 38.75% of the respondents prefer health drink for Good Taste. 31.25% of the respondents prefer health drink for Health Improvement and 16.25% of the respondents prefer health drink for Nutrients. 13.75% respondents prefer health drink for Energy.

Table:-2 Promotional Measurement of Brand Loyalty

S. No.	Promotional Measurement	No. of Respondents	Percentage (%)
1	Print Media	21	26.25%
2	Electronic Media	31	38.75%
3	Internet	21	26.25%
4	Demonstration	7	8.75%
	Total	80	100

(Source: Primary Data)

After analysis of Table No.2 we find that 26.25% people are promoted by Print Media, 38.75% people are promoted by Electronic Media, 26.25% people are promoted by Internet and 8.75% people are promoted by Demonstration measurement.

Conclusion

1. Good taste, Health Improvement, Nutrients and energy are four the main purpose for the using of

health drinks. This is clearly studied from the purpose of Health drinks analysis.

2. After study on the promotional measurement of brand loyalty analysis table-2, the study shows that 38.75% people are promoted by Electronic Media as the most of promoted by Print media, Internet and then Demonstration.
3. Consumer learning, habit and brand loyalty are closely linked concepts. Habitual purchasing behaviour is the result of consumer learning from reinforcement. Consumers will repeatedly buy what satisfies them best. This behaviour leads to brand loyalty.

Suggestion

1. Brand loyal consumers also tend to be store loyal. But store loyalty is an inefficient made of shopping since it is likely to result in the consumer paying more because of a lack of search for alternatives.
2. Brand loyalty represents a favorable attitude toward a brand resulting in consistent purchase of the brand over time. It is the result of consumers learning that one brand can satisfy their needs.
3. The brand-loyal consumer tends to be more self-confident in his or her choice. Both Day and Carman found this relationship to be true in separate studies of consumer-packaged goods.
4. Brand stand for, they can from deep relationship and bonds with the customer. Consumers offer their trust and loyalty to such brands with the understanding that the brand will behave in a certain way and will provide value to then through consistent product performance, and appropriate pricing, promotion and distribution programs.

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