Impact of Brand Loyalty on Consumers Packaged Milk Products In Chennai

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Abstract — Brand loyalty is refers to positive feeling towards the brand and the continuous purchase of particular brand products. It varies from place to place depending on quality, reliability, service, durability etc. The main objectives of this study is to study the factors influencing brand impact of milk among rural and urban consumers and to analyse the problems faced by rural and urban consumers in the usage of different brands of milk and to find out the reasons for switchover from one brand to other brand of milk. Descriptive research is used with convenient sampling method, in this study. The research was conducted in Chennai with 1450 respondents. Primary data is collected through questionnaire schedule and secondary data was selected from journals. The research found that brand loyalty have a positive association among the people. The study concludes that impact of brand loyalty among people on packaged milk products differs from person to person.

Keywords: Brand Loyalty, quality, reliability, descriptive, convenient, questionnaire.

I. INTRODUCTION

Brand loyalty can be defined as the extent of consumer faithfulness towards a specific brand and this faithfulness is expressed through repeat purchases and other positive behaviours. Brand loyalty may exist when a consumer is unwilling to switch from a brand that he or she is familiar with. The main objectives of this study is to study the factors influencing brand preference of milk among rural and urban consumers and to analyse the problems faced by rural and urban consumers in the usage of different brands of milk and to find out the reasons for switchover from one brand to other brand of milk. Almost all the people are consuming milk and milk products. Brand preferences of the rural and urban consumers are different. It may differ depending on quality, reliability, contamination quantity, cost, availability, etc. Some people are totally brand loyal, buying only one brand in a product group. The aim of the study is to find the impact of brand loyalty on packaged milk products in Chennai. The Objectives of the study are to examine the impact of brand loyalty on consumers to interpret the relationship between brand preference and educational qualification, to analyse the various buying behaviour of consumers on branded milk products, to indenting and evaluate the factors influencing brand loyalty in packaged milk products and to interpret the relationship between reasons for brand loyalty among the age group.

II. LITERATURE REVIEW

Ramesh.L, Poornima.S (2018) analysed the Consumers behaviour in buying goods mainly depends on brand names. Amir Emami (2018) found that Brand loyalty is rooted in reputation, bearing the standard mark, type of package and taste and level of such loyalty depends on the availability of the brand in the market. Charlene Elliott (2018) investigated that Consumers brand preferences depend on quality, service, etc. Brand loyalty occupied a strong impact among the consumers. Schiffman.LG, Kanuk (2018) found that Brand loyalty satisfied the person’s needs and they are easily available. R. Punniamoorthy, Naveenraj (2017) examined that Impact of advertisement leads to purchase decisions and the trust of customer by delivering enhanced products and preference towards the brand. Ashraf Adams (2016) analysed that the Products were self administered through mall intercept at big malls in Cape Town, western cape, South Africa for better quality. Tanzeel bin Abdul, Rauf patkar, Sabamatken (2016) interpreted that product performance shares a relationship with brand quality, brand reputation, etc. He concluded that brand quality and brand equity have significant effect on product performance whereas brand reputation has a insignificant effect on product performance. Dr. Reena chhajed (2016) found that brand loyalty and brand preference have a positive association. On the basis of analysis and interpretation he concluded that majority of respondents purchase branded milk because of easy availability, taste, quality and realisability. Hamid yasinian, et al. (2016) concluded that brand loyalty have a positive impact on packaged milk products. Most prefer brand for the sake of quality. N. Jhansi (2015) revealed the impact of brand loyalty through his research. All the necessary information required for the research was collected through survey method by personally interviewing the respondents using the pretested questionnaire. The data was analysed using various tools and techniques like Garrett’s scaling technique and likert scale. Simple tools like percentage were also used to analyse the data. Mrityunjay kumar (2015) revealed that customers have strong opinion on brand loyalty. The author took his research at three places and concluded the fact lied there. The author mainly targeted the middle class people’s as respondents and collected the details through the questionnaire. Sunil kumar (2015) examined that many branded milk products have different quality, taste, cost, reliability, etc. Hence brand names plays a major role in buying a product. V. Vijay Anand (2014) found that the customer mind is
important for the survival and growth of the company by way of attracting and selling the products to them. Competition is inevitable for dairy products - especially packaged milk. Branded milk like Aavin needs to maintain its existing quality and type of distribution channels. Arokyamilk brand needs to correct its pricing strategies by compare with other milk.

III. METHODOLOGY

Descriptive research is used to portray accurately the characteristics of an individual. Convenient sampling method is used in the study to collect the samples. 1450 samples sizes are recorded. Independent variables are age, occupation, monthly income. Dependent variables are quality, reliability, healthy, service, durability of products and contamination of products. Statistical tools used are chi square and ANOVA.

IV. ANALYSIS AND DISCUSSION RESULTS

Null hypothesis:
There is no significant association between brand preference and educational qualification

Alternate hypothesis:
There is significant association between brand preference and educational qualification

Table: Chi Square test: Brand preference of dairy products and educational qualification.

<table>
<thead>
<tr>
<th>Source: Primary data</th>
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<tbody>
<tr>
<td>P value is less than 0.05, which shows that there is significant association between brand preference of dairy products and educational qualification. Nearly 30% of the respondents prefer Aavin followed by Arokiya (21.7%).</td>
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Null hypothesis:
There is no significant difference in the mean scores of reasons for brand loyalty among the age group.

Alternate hypothesis:
There is significant difference in the mean scores of reasons for brand loyalty among the age group.

Table: ANOVA for reasons for brand loyalty and age

<table>
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<th>Source: primary data</th>
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<td>Using ANOVA, it was found that p value is less than 0.05 for healthy (0.020), service (0.043), and durability (0.009). It shows that there is significant difference between age and the reasons for the brand loyalty such as healthy, service, and durability. But there is no significant difference between age and the following reasons for brand loyalty such as quality (0.579), reliability (0.432) and no contamination (0.172).</td>
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V. CONCLUSION

Milk is an essential thing that every person including infants and adults prefer. Though vendor milk had acquired the qualities of healthy, tasty, etc., people in rural area mostly prefer branded packaged milk products based on availability, quality, etc. Mostly the branded milk products like Aavin and Arokiya had attracted the consumers buying behaviour. The study analysed the problems faced by the rural and urban consumers in the usage of different brands of milk and found the reasons for switching from one brand to another brand of milk. The future scope for this study could be increasing the brand loyalty of packaged milk in urban cities.

VI. ACKNOWLEDGEMENT

First and foremost I would like to thank my faculty Dr. Sreeya B for helping me to come up with this study and I would like to thank all my friends and family who helped to do my survey.
REFERENCE


