

Measuring Brand Loyalty As a Behavioural Response For Fast Moving Consumer Goods: A Case Study in Guwahati City, Assam

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Abstract

This paper aims at measuring the Brand Loyalty influences like Price, Satisfaction of brand, Availability in the market, Quality of the product, Brand trust, Repetition of followers and measuring them for three FMCG (Toothpaste, Beverage and Detergent) products. Loyalty is measured by repeat purchase behaviour for a period of time and how the customers are affected by these factors.

Keywords: *FMCG, Brand loyalty, Brand Trust, Brand Satisfaction.*

1. Introduction

Brand loyalty in marketing consists of a consumer's commitment to repurchase or otherwise continue using the brand and can be demonstrated by repeated buying of a product or service. It is where a person buys products from the same manufacturer repeatedly rather than from other suppliers. Brand loyalty exists when customers have a high relative attitude towards the brand which is then exhibited through repurchases behaviour. This type of loyalty can be great assets to the firm. From the point of view of many markets, loyalty to brand in terms of consumer usage is a key factor. Customer's perceived value, brand trust, customers' satisfaction, repeated purchase behaviour, and commitment are found to be the key influencing factors of brand loyalty. Commitment and repeated purchase behaviour are considered as necessary conditions for brand loyalty followed by perceived value, satisfaction and brand trust.

2. Review of Literature

The success of a firm depends largely on its capability to attract consumers towards its brands. Every successful business depends on Brand loyalty as it is the ultimate goal aims at. Research studies by Jacoby and Chestnut (1978), focused on identifying

the key influences of brand loyalty. Ahmed (2010) identified twelve brand loyalty influences like customer satisfaction, switching cost, Brand Trust, Relationship Proneness, Involvement, Perceived Value, Commitment, Repeat Purchase, Brand Affect, Brand Relevance, Brand Performance and culture and their relative importance to brand loyalty. Ahmed and Christo (2012) in their work evaluate a model to measure brand loyalty for three FMCG (toothpaste, bread and coffee) and also for measuring Brand loyalty influences and their measuring criteria.

This paper aims at measuring the Brand loyalty influences like Price, Satisfaction of brand, Availability in the market, Quality of the product, Brand trust, Repetition of followers and measuring them for three FMCG (Beverage, Toothpaste and Detergent) products.

3. Materials and Methods

3.1. Objective:

The objectives of the study as under:

- (a) To study the effect of various factors such as Affordability of price, Satisfaction of brand, Brand trust, Quality of products, Availability in the market and Repetition of followers on Brand loyalty.
- (b) To examine how the customers belonging to different income groups are affected by these factors.

3.2. Methodology:

Brand loyalty is influenced by actual consumer behaviour expressed over time. Loyalty is measured by the relative wealth of purchase data. Brand loyalty for packaged good has been represented by the percentage of a buying units purchases going to one brand in a given time period and the number of different brands bought. In a study of food product attitude towards a brand and the proportion of total purchases going to it were combined to measure loyalty. The study has been

carried out in Guwahati city, the gateway of northeast. Data used in this study is primary and collected through well-structured questionnaire. The data analyzed were from 1810 households in Guwahati city, Assam which had bought three FMCG products (Beverage, Toothpaste and Detergent) in year 2015 and prior to the July 2016 by personal interviews. The respondents were adults from a probability sample of 1810 households in Guwahati.

4. Results and Discussion

Considering the beverages of different brands bought by customers it has been observed that the

buyers are very much loyal to that of Horlicks brand in comparison to other brands. Different factors such as affordability of price, Satisfaction of brand, Availability in the market, Quality of the product, Brand trust, Repetition of followers etc. are considered and their effects on brand loyalty are measured. Results based on Table 5.1, the percentage of buyers who bought Horlicks are 39.5%, 41.1%, 39.1%, 41.9%, 41.0% and 38.2% due to their ability to afford price, Satisfaction of brand, Availability in the market, Quality of the product, Brand trust and Repetition of followers etc respectively.

Table 1: Represent the number of households used Beverages for different reasons in their family.

Brand name	Affordable of Price	Satisfaction of _brand	Availibility in the market__	Quality of the product_	Brand trust	_Repetition of followers
Horlicks	592	669	587	689	648	481
Bourn Vita	336	370	344	368	350	276
Viva	195	183	181	187	183	170
Boost	118	118	115	117	118	111
Complan	246	277	257	268	273	217
Others	8	8	14	14	5	2
Total	1495	1625	1498	1643	1577	1257

Thus considering the Repeat purchase behaviour of buyers for beverages, customers are very much affected by quality of the product they used. Satisfaction of Brand is also an important factor for brand loyalty.

While considering the different brands of toothpaste bought by the households it has been observed that the buyers are loyal to that of Colgate brand in comparison to other brands. Results based on Table 5.2, the percentage of buyers who bought Colgate are

38.3%, 38.8%, 37.8% , 37.8%, 39.0%, 39.6% and 35%, due to their affordability of price, Satisfaction of brand, Availability in the market, Quality of the product , Brand trust and Repetition of followers etc respectively. Thus in cases of toothpaste product customers are affected very much by brand trust. Quality of the product is second important factor for considering buyers behaviour.

Table 2: Represent the no. of households used Toothpaste for different reasons in their family.

Brand name	Affordable of Price	Satisfaction of brand	Availibility in the_market	Quality of the product	Brand trust	Repetition of followers
Colgate	570	622	550	629	606	422
Close-up	269	284	258	267	266	215
Pepsodent	330	341	327	342	329	285
Dabur Red	124	148	120	162	124	109
Babul	184	181	181	181	181	172
Patanjali		2		4	2	
Others	9	21	17	24	19	
Total	1486	1599	1453	1609	1527	1203

Considering the different factors from results based on Table 5.3 for using different brands of detergent it

has been observed that buyers are loyal to surf excel brand in comparison to other brands.

Table 3: Represent the no. of households used Detergent powder for different reasons in their family.

Brand name	Affordable of Price	Satisfaction of brand	Availability in the market	Quality of the product	Brand _trust	Repetition of followers
Surf Excel	428	466	414	539	460	319
Tide	184	185	171	205	157	101
Rin	332	320	320	336	323	294
Ariel	189	194	192	210	201	164
Wheel	302	282	291	289	287	259
Henko	170	171	165	169	165	152
Potanjoli	2			4		2
Others		3	3	6	3	
Total	1607	1621	1556	1758	1596	1291

The percentage of buyers who bought surf excel are 26.6%, 28.7%, 26.6%, 30.6%, 28.8% and 24.4% due to their affordability of price, Satisfaction of brand, Availability in the market, Quality of the product, Brand trust and Repetition of followers etc respectively. Majority of the customers are affected by quality of the product for using detergent. Brand trust is the second important factor loyal customers.

Considering the customers belonging to different income groups of families it has been observed that

the income group (less than 2.5lakhs) are very much loyal to that of Horlicks, Colgate and Surf-excel brand in comparison to other brands of Beverages, Toothpaste and Detergent respectively. Different factors such as affordability of price, Satisfaction of brand, Availability in the market, Quality of the product, Brand trust and Repetition of followers etc are considered and their effects on brand loyalty for different income group of families are measured. Customers are almost equally affected by all the factors but quality is the most important factor for them.

Table 4: Represent the percentages of households for different income groups for three FMCGs (Beverage Toothpaste and Detergent)

Factors	Less than 2.5 lakhs			2.5-5 lakhs			5-8 lakhs			More than 8 lakhs		
	Bever - Age	Tooth - paste	Deter - gent	Beve - r age	Toot - h paste	Dete - r gent	Bev - r age	Toot - h paste	Dete - r Gent	Beve - r age	Toot - h paste	Dete - r gent
Price	98	98.9	98.9	72.9	75.8	72.9	80.3	79.3	78.8	82.9	81.2	83.1
Trust	98.9	98.9	98.9	80.3	79.1	71.8	79.6	80.3	73.8	88.0	83.4	86.5
Quality	100	99.5	100	84.1	83.7	82.9	84.4	85.0	71.6	90.6	88.9	89.0
Brand	98.3	99.5	98.4	80.4	81.1	71.8	85.3	86.2	79.4	93.8	90.6	88.1
Availabilit y	98.9	98.9	98.9	71.7	74.8	71.5	79.4	73.9	71.6	87.1	80.7	81.9
Repetition	55.8	53.4	55.8	61.2	60.9	58.2	70.6	68.6	66.9	78.7	81.2	73.9

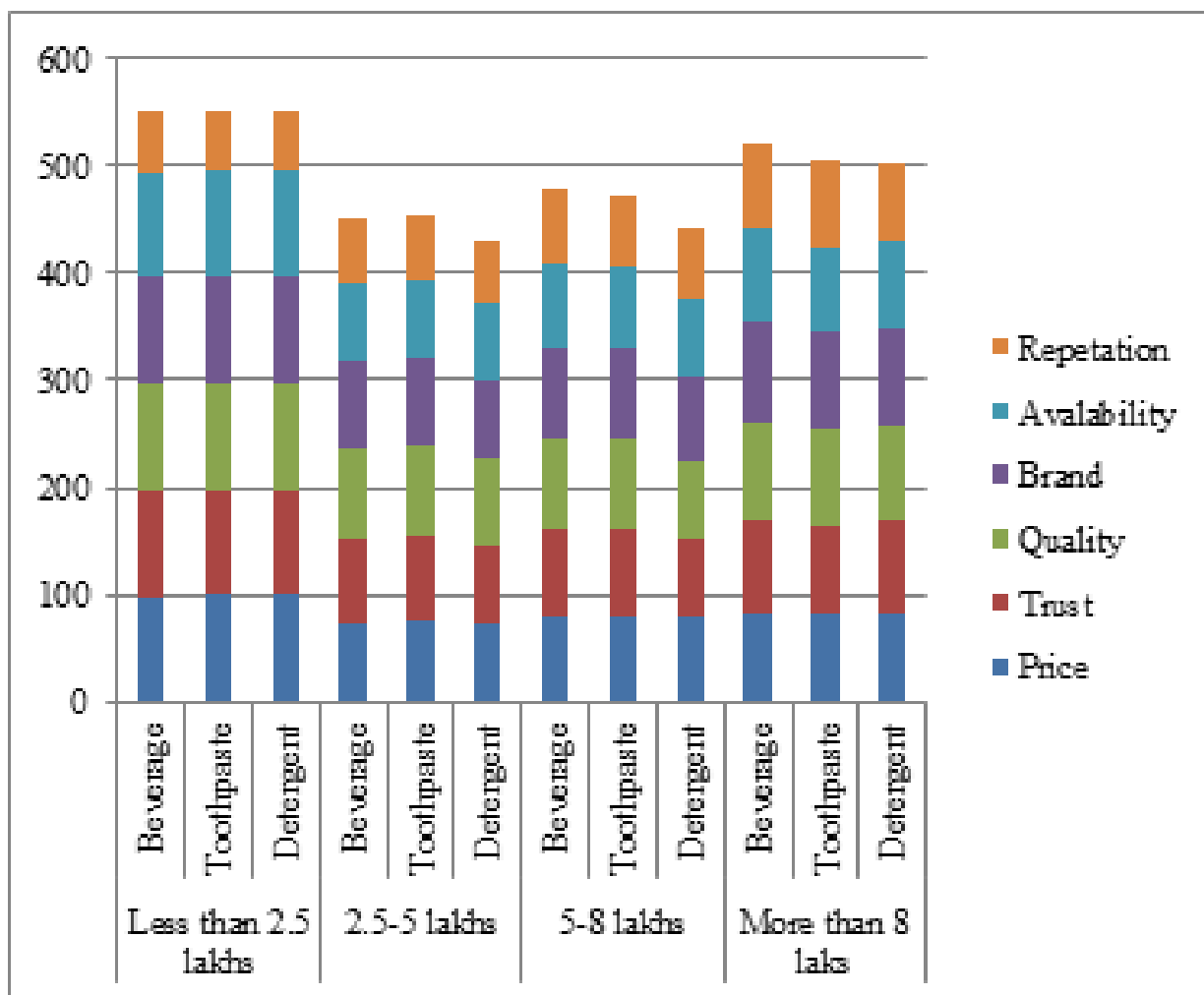


Fig.1: Represent the percentages of households for different income groups for three FMCGs (Beverage Toothpaste and Detergent)

Considering the customers belonging to different income groups of families it has been observed that customers belonging to income group less than 2.5lakhs and (2.5lakhs- 5lakhs) “Quality of the product” is the most important factor for three FMCGs(Beverage, Toothpaste and Detergent) . Also for income group (5lakhs-8lakhs) “Satisfaction of brand” is the most important factor for three FMCGs(Beverage, Toothpaste and Detergent). “Satisfaction of brand” is also important for income group more than 8lakhs for choosing Beverage and Toothpaste. And “Quality of the product” is most important for income group more than 8lakhs for choosing Detergent. “Quality of the product” is second important factor for both (5lakhs-8 lakhs) and more than 8lakhs for choosing Beverage and Toothpaste.

For customers belonging to (5lakhs-8lakhs) Affordable of price is second important factor for choosing the Detergent. Repetition of followers has

least importance in choosing all three FMCGs. Among all the income group of families income group less than 2.5lakhs are very much affected by all the six factors viz. Affordable of price, Satisfaction of brand, Quality of product, Brand trust, Availability in the market and Repetition of followers for three products (Beverage, Toothpaste, Detergent).

5. Conclusions

The major revelations obtained as under:

In case of using Beverages, Quality of the product is the most important factor for Brand loyalty. Satisfaction of brand is another important factor for loyal customers.

In using toothpaste by the customers Brand trust is the most important for loyal customers. The buyers are also influenced by Quality of the product.

The different brand of detergent users is very much affected by quality of detergent. Brand trust is another important factor for Brand loyalty. Thus the present study revealed that the Quality of any particular brand and customers trust to that brand are important factors for FMCG (Toothpaste, Beverage and Detergent) products. Satisfaction of brand should important consideration for any company or industries.

Considering the different income group of families, importance of different factors on Brand loyalty differs from one group to another. Quality of product is most important for income group (less than 2.5lakhs) and(2.5lakhs- 5lakhs.) and Satisfaction of brand is important for(5lakhs-8 lakhs). Repetition of

followers has least importance for all the income groups.

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