



Impact of Brand Image on Consumer Loyalty

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ABSTRACT:

Products are not just mean to fulfill our needs but also to provide us that value which we are seeking in it; in an affordable price. And when it make feel the customer to fulfill their needs also to providing such value which other brands are not capable of, it makes them loyal to a particular brand and not every company is capable of intact both the things at the same time in their brands /products. Loyalty in customers with respect to their brands not just helps a company to grow faster but it also insist to set a benchmark for the quality as well as the price of the product they are offering. The primary objective of conducting this research is to understand the functions of products or services of a brand and how consumer's perceptions influence the growth of brand values. A questionnaire is filled by 57 respondents that are selected to non probability to measure customer satisfaction and their loyalty with respect to their favorite brands. They are given 10 points from which they have give marks to their favorite brand according to its feasibility, preferences, reach, awareness in their area and so on. And the results are made on the basis of different statistical tools and methods.

Keywords: Brand image, consumer loyalty, prices, companies.

INTRODUCTION:

Consumer loyalty towards brand is the loyalty or faith which a consumer develops for a particular brand. Consumer develops the loyalty after finding products or services useful. Brand loyalty is not simply rebuying the product or services but also creating a good and positive brand image in the consumers mind. Brand loyalty helps companies to built a strong brand and get the consumers again.

The development of brand is dependent on their loyal consumers who are repeatedly using the particular brand from a period of time due to several factors such as quality at expected prices, no product differentiation comparatively products. Strong brand image helps to keep companies in the minds of their potential loyal consumers. Brand loyalty helps company in greater sales of products and maximize the revenue of the organization and an increase in the firm's ability to competitive threats. Relationship among the consumers and companies makes them loyal on each other. Awareness about the brand also keep the consumer loyal towards the brand. Awareness about the market prices of same type of product, services they are providing in the same prices helps them to be loyal with the brand. Consumers becomes loyal of a particular brands due to Easily availability of the brand/products in their local living areas, Quality service and products at expected prices, Satisfaction from the product compare to other products, Affordability of the brand comparing to other products.

Factors which influence brand loyalty among consumers are as follows:

- **Brand Image:** A customer is friendly with the brand the. It will create positive impact towards brand loyalty and the when the consumers is not friendly then there will be negative brand loyalty.
- **Availability & Service:** Good products must be available when a customer requires it in the specific time in that area for creating customer loyalty. Also, good after sales service also adds value to a positive mindset.
- **Customer Psychology:** Customer psychology is an important factor for their loyalty towards the brand. Sometime brand loyalty is totally depended on customer psychology.
- **Product Quality:** Products which are of High quality ensures high customer satisfaction which helps induce brand loyalty amongst customers.
- **Value:** The value offered by the brand and the price paid is of importance. If the customer feels it has value, it creates brand loyalty in the consumers mind. Value can be increased by a loyalty discount or a loyalty program by companies.
- **Switching Cost:** If a cheaper option is available with a similar product quality, customers can switch their brand, and hence it is an important factor.

All of the above are the important factor that plays important roles in consumer brand loyalty.

LITERATURE REVIEW:

“A brand is defined as a name, term, sign symbol (or a combination of these) that identifies the maker or seller of the product” (PHILIP KOTLER). In simpler terms brand is anything that comes to your mind whenever you hear, imagine, or suggest it to anyone before making any purchase.

Branding is used not only to differentiate the product or services offered by a company but also to make it more superlative in terms of other available brands in the market. In fact, a brand is considered one of the most valuable assets for a company.

Brand image can be define as the observations around a brand as reflected by the brand association held in consumer’s memory Keller(1993). In addition, by Kotler (1988), in Meenaghan (1995), has explained brand image as set of customer’s beliefs towards the brand. Moreover, brand image considered a highly important concept when it comes to consumer behavior. Consumer beliefs are basically their behavior, intention and perception towards a brand, and it plays a pivotal role to keep them associated with a particular brand.

Grewal & Levy (2010) state that brand associations reflect the mental links that make between a brand and its key product attributes, such as A logo, slogan or famous personality. And it’s is a result of company’s advertisement that shows their products connected to consumer’s need and preferences

According to Davies at al(2003),the strong brand will make Customer satisfied. Brand image has to do something towards the brand. If the customers are satisfied with the brand then they will become loyal to the brand they have other optional brands. In addition, cannon et at(2008), A brand name is a word , letter, or group of words or Letter. Branding is used to identify the product or service offered and differentiate it with its competitors.

Consumer trust is consumers expectations that a brand, service or corporate behavior matches the behavior that the company has madeThe development of brand trust,Rampel et al(1985) suggest that trust evolves from past experience and prior interaction. Many authors who supported thisidea. The authors who supported this idea are Raval and Gronroos(1996),who considerthat trust is develops from the past experiences and Curran et al(1998) for whom trust is something that develops over time.

Brewer and Zhao(2010) state that it is something that customer ever watches and heard about the brand we can say that he /she is aware of the brand and know the brand effectively. In knowing about the brand and awareness about the brand customers can make easy decision of buying the products. Customers gain brand awareness through internet, radio, newspaper, television etc. Awareness about the brand helps customers to know the merits and demerits of the brand. According to pouromidand Iranzadeh(2012) brand awareness links the customer with the brand they aspire to process.

When the consumer is aware about the brand then he/shethinks that this brand can fulfill its need and he decides to purchase that brand. Brand awareness is the characteristics of the consumer when he/she is going to purchase the products of the brand.

OBJECTIVES:

1. To know what quality a consumer expects from a brand.
2. To analyze how an image of a product can affect the goodwill of the Brand.
3. To investigate how positioning of a product impacts consumer buying behavior.
4. To analyzebusiness loyalty which helps in attracting more customers.
5. To study the positive impact of brand image on consumer loyalty.
6. To determine the product quality that can solve consumer's problem.

RESEARCH METHODOLOGY:

In order to know and analysis the impact of Colgate brand over various customer's loyalty we've used Google forms as our only source of collecting data from the various users of the toothpastes , as due to covid-19 , there were no scope of conducting an actual survey and collect the information individually from customers.

In the Google form we've framed 9 questions containing various preferences of the customers like packaging, flavor they prefer, price, availability of the toothpastes and etc. As this online survey was conducted for a week, we've received 55 responses of various age groups like from 15-20 years, 20-25years and more than 30 years. In which 70.2 % responses are from the people of age group of 15-20years and 28.1 % responses are from the people of age group of 21-25 years and left are from above 30 years age people.

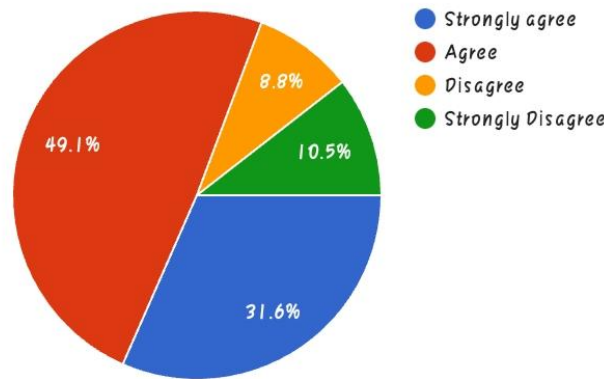
For collecting the data through Google forms we've used qualitative questionnaire method. In various questions we've used likert scale which shows the notion of the customers as if they are strongly agree, agree, disagree or strongly disagree. In a question we've also used multiple choice options for the respondents to tick the favorite flavor of toothpaste they prefer.

DATA Analysis and data interpretation:

BRAND IMAGE:

Brand Image of Colgate attracts you to buy it's toothpaste?

Strongly agree	18
Agree	28
Disagree	5
Strongly Disagree	6

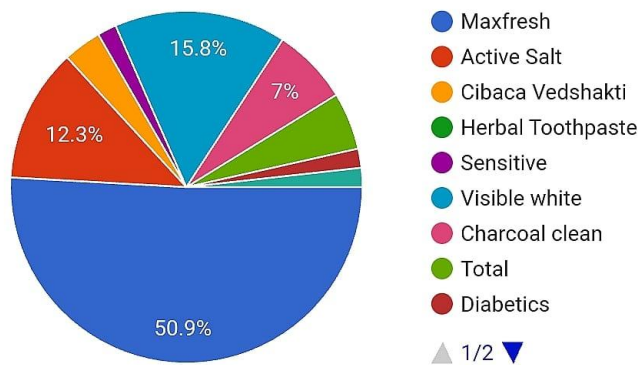


Whenever we go to buy something to consume, aesthetics of the products affects our preference alot. It's color, image on the packet and etc. That's why we added this question in questionnaire in order to know how that how far this affects their way of purchasing toothpaste. In response we found that 49.1% respondents are AGREE with that brand image affects their purchasing pattern of Colgate and 31.6% are STRONGLY AGREE with it where as 8.8% are DISAGREE and rest 10.5 % responders are those who have nothing to do brand image they are STRONGLY DISAGREE.

Flavor

DoColgate provides you best flavors than other competitive brands?

Maxfresh	29
Active Salt	7
CibakaVedashakti	2
Herbal Toothpaste	1
Others	18



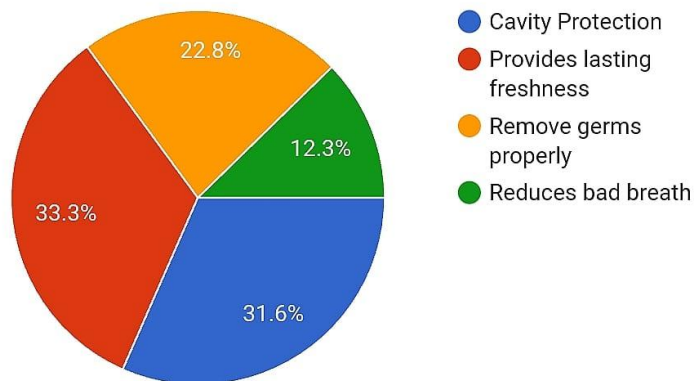
People are very selective with whatever they consume, it can be in the form of taste. That's why we provided various options in a question of questionnaire where they can opt for their favorite flavor of Colgate toothpaste they prefer the most. And after analyzing the responses we found that

more than half (50.9%) of the total respondents prefer MAXFRESH flavor , 15.8% of the respondents prefer for VISIVLE WHITE , where ACTIVE SALT is favorite flavor of 13.3% respondents, and 7 % are going with CHARCOAL CLEAN. Rest flavors like CibakaVedshakti, herbal toothpaste, total , diabetics etc. are chose by left 13% respondent.

FEATURES

Which feature of Colgate toothpastes you love the most?

Cavity Protection	18
Provides Lasting Freshness	19
Remove Germs Property	13
Reduces Bad Breath	7



Features are one of those important characteristics of any product that differentiates it from the other competitive products of same line. Features in a toothpaste can be anything , like in our case we've included these features of the Colgate toothpaste by which a customer tends his mind to buy it ie, cavity protection, lasting freshness, remove germs properly and etc. And the responses we received are like this.

33.3% respondents chooses Colgate toothpaste because it provides LASTING FRESHNESS,

31.6% purchase it because of its CAVITY PROTECTION, 22.8 % thinks that it REMOVES GERMS PROPERLY and left 12.3% love it because it REDUCES BAD BREATH.

ADVERTISEMENT

Do advertisement of brand makes you buy the toothpaste?

Yes	38
No	19

Whenever a new product is launched , we get to know about it from various sources like newspaper, magazine , social media etc. and all this called advertisement. Advertisement pursude people to buy that thing or to take interest in it and it affects the sale of the products but how attractive the product's advertisement is , decides the way for the company's next step for other products.

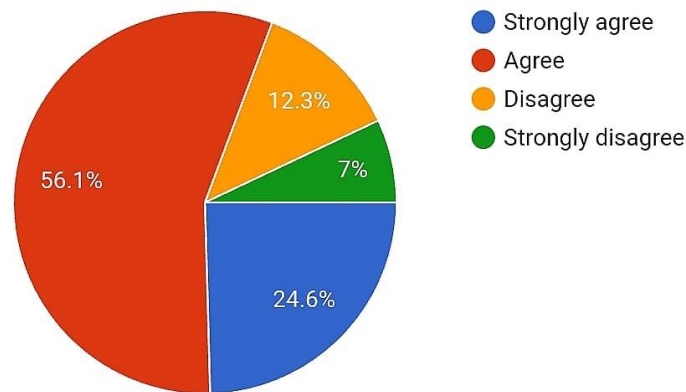
That's why we included the question that how far the advertisement of Colgate toothpaste insists consumer to prefer to it before going for another brand .

And we got the results like this where 66.7 % respondents accepts that YES it's advertisement makes them buy the toothpaste whereas 33.3% are in favour that Colgate toothpaste has NO relationship with its buying.

Price

Colgate provides you best value for money toothpastes compare to other brands like sensodyn, Pepsodent and Dantkanti?

Strongly Agree	14
Agree	32
Disagree	7
Strongly Disagree	4



Whether to buy or not to buy is most of the time determined by the price tag printed on the packet of the product. Price is that value of money which we spend to buy any product. Some company makes a very value for money products not just to compete but also to promote, depending on the targeted customers, but toothpaste is that daily used product to which every person uses.

But do it provides the value of that money that a person is spending on it?

We got the several responses on this ; 56.1% of the total respondents are AGREE with it that Colgate provides them value for money toothpastes, 24.6% are STRONGLY AGREE with the question , 12.3% thinks not the same they are NOT AGREE with it where as 7% are STRONGLY DISAGREES the question that Colgate provides value for money toothpastes.

FINDINGS:

1. We found that brand image of the products impacts the buying pattern of the consumers.
2. Our study revealed that price plays a Major role while buying even a toothpaste.
3. We got to know that long lasting freshness is a concerning thing for which a person buys toothpaste that's why every third person of our sample size has voted for it.
4. We found that people believe that advertisement can make or break company's image , hence it is very important to make great advertisement because it's is the ultimate thing that makes people buy the product.
5. We found that not only price or flavour but availability of toothpaste can make your product hit.

CONCLUSION:

Our study concludes that Colgate brand impacts the loyalty of the consumers. It's has developed a strong base to intact the same relationship with the consumers not only by providing them a value with the product but also to be easily available in a general store of any area. It's a strong brand, who has always come with innovation in its varieties of toothpaste according to the taste and preferences of the customers.

ACKNOWLEDGMENT:

The authors want to thank DR. SaketBansod Sir Hod of BBA department Dr. Ambedkar Institute Of Management Studies And Research for his constant support and guidance throughout the process of research paper writing.

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