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CONSUMER PERCEPTION ON BRAND LOYALTY

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ABSTRACT:

This research paper aims to explore the consumer perception on Brand Loyalty. This research focusing on various factors influencing their decision-making process. The study investigates the relationship between consumer perception and brand loyalty, seeking to uncover the underlying mechanism driving consumer behaviour on context of brand loyalty.

Since Brand Loyalty is the crucial aspect of marketing strategy, as it helps to understand the purchase behaviour also as it reflects the extent to which consumers exhibit repeat purchase behaviour, word-of-mouth(positive), fashion trend follower and emotional attachment to a Brand.

The study employs a mixed-method approach, combining quantitative and qualitative methodologies to get the panoramic insights as well as the comprehensive analysis of the topic.

Qualitative data will be gathered through focused group discussions and in- depth interviews in order to explore consumers' perception of Brands, while the quantitative data will be collected through the surveys to collect data from a diverse a sample of consumers. The survey assesses various dimensions of consumer perception, such as brand image, brand trust, perceived quality, and brand satisfaction and their impact on brand loyalty indicators, including purchase intention, brand advocacy and repeat purchase behaviour of the consumers. The research will investigate the factors that shape their attitudes and behaviours towards them.

Additionally, research will help to analyse the variables of demographic such as age, gender, income and geographical location on consumer perception. By analyzing the variables of demographics in relation to consumer perception and brand loyalty.

The findings of this research contribute to both understanding theoretical and practical implications in the field of marketing and brand management.

Keywords : Consumer perception, Brand Loyalty

Introduction

Brand loyalty has for quite some time been a point of convergence of premium for advertisers and specialists the same, as it fills in as a foundation for reasonable business progress in an undeniably cutthroat commercial center.

Understanding purchasers' impression of brand unwaveringness is vital for organizations intending to develop enduring associations with their client base.

This examination digs into the complex elements of customer insights encompassing brand reliability, trying to reveal the fundamental factors that impact people's perspectives and ways of behaving towards explicit brands.

In the present hyperconnected world, shoppers are immersed with an overflow of decisions across different enterprises, making brand unwaveringness a complicated peculiarity to unwind. From customary physical foundations to web based business goliaths, brands strive for shoppers' focus and faithfulness in a steadily extending commercial center. Thus, investigating how purchasers see and interface with brands becomes basic for organizations endeavoring to keep an upper hand and cultivate getting through client connections.

This study expects to reveal insight into the diverse idea of brand dependability discernment by analyzing the mental, full of feeling, and conduct aspects that support shoppers' dedication inclinations. By investigating the multifaceted interaction between brand picture, item fulfillment, saw worth, trust, and profound connection, this exploration looks to clarify the hidden instruments driving shoppers' faithfulness towards specific brands.

Besides, in a period described by fast mechanical headways and moving buyer inclinations, customary ideas of brand reliability are developing. Factors, for example, virtual entertainment impact, experiential advertising, and corporate social obligation are reshaping customers' discernments and assumptions about brand steadfastness. Subsequently, this examination attempts to investigate how contemporary patterns and arising standards are forming shoppers' perspectives towards brand reliability in the advanced age.

Eventually, by unwinding the complexities of shoppers' discernments on brand unwaveringness, this study expects to give important experiences to advertisers and organizations looking to upgrade brand reliability procedures, encourage client commitment, and develop persevering through brand-buyer connections in the present unique commercial center.

Literature Review:

Mr. G. Ganesh and Dr. S. Soosai John Rosario (2015) had analyzed the perception of consumers regarding the brand loyalty of the FMCG goods. The knowledge, awareness, brand items included in analyzing the perception of consumers regarding brand loyalty. The variables taken for assessment included image, brand, knowledge and quality of the product, attributes of the product, product involvement and consumer's brand loyalty.

Abhishek Dadhich and Prof. (Dr.) Kavaldeep Dixit (2017) had analyzed the brand loyalty and consumer perception regarding the brand medicines of important medicinal firms. The research was done in Rajasthan. The authors had tried to examine the perception of consumers regarding the OTC medicines (over the counter) and also the factors which influence the buying behaviour of the consumers to purchase such OTC products marketed by the important pharmaceutical companies. The study also reviewed the effect of the factors of marketing mix on the perception of consumers and brand loyalty of OTC medicines. The design of the research was descriptive. The authors had made use of primary data in the study which was collected with the help of a structured questionnaire.

The sample size of the study was 100. The respondents of the study belonged to different parts of Rajasthan. They were selected through non-probability sampling of simple convenient style. The independent variables of the study were factors of marketing mix of OTC products and self-medication of the consumers and the dependent variables were brand loyalty and consumer perception. It was concluded from this study that factors of marketing mix of OTC medicines like place, promotion and price had an optimistic effect on the perception of consumers and on brand loyalty of OTC products. On the other hand, negative effects were seen on brand loyalty and consumer perception by the self-medication of the consumers.

Research Questions:

- What factors influence consumer perception on Brand Loyalty?
- How do demographic factors such as age, gender, income, and education influence the relationship between consumer perception and brand loyalty?
- What is the nature of the relationship between consumer perception and brand loyalty across different product categories?
- How do consumers' perceptions of brand image influence their level of brand loyalty?
- What role does perceive product quality play in shaping consumers' loyalty towards a brand?
- To what extent does brand trust affect consumers' likelihood to remain loyal to a brand?

Research Problems:

- Identifying the primary determinants of consumer perception of brand loyalty,
- Understanding how demographic characteristics influence consumer preferences and perceptions on brand loyalty.
- Assessing the relative significance of quality, brand loyalty, packaging, and convenience in driving consumer choices.
- Exploring potential discrepancies or variations in consumer perceptions across different demographic segments and geographical regions.

Objectives:

1. To explore and understand the influence of Brand perception on Brand Loyalty.
2. To identify key drivers of Brand Loyalty.
3. To provide insights for Brand Management and Marketing.

Hypothesis:

- **Null Hypothesis (H0):**
- There is no significant relationship between consumer perception of a Brand and a Brand Loyalty.
- **Alternative Hypothesis (H1):**

There is a significant relationship between consumer perception of a Brand and a Brand Loyalty.

Research Design**Following a Mixed-Methods Approach to design this research:**

- **Population:** The population for this study comprises consumers across various demographic segments and geographic locations who have engaged with different brands within specific product categories. The population encompasses individuals who have formed perceptions about brands and exhibit varying degrees of brand loyalty. Therefore, here I've targeted all age group in order to understand their different-different perceptions towards any specific brand.
- **Sample Unit:** The sample unit for this study consists of individual consumers who have purchased products or services from brands within the selected product categories. Each consumer serves as a unit of analysis, providing insights into their perceptions of brands and their level of loyalty towards those brands.
- **Sample Size:** The sample size for this study will be determined based on statistical considerations, ensuring adequate representation of the target population and allowing for meaningful analysis of the data. The sample size should be sufficiently large to detect significant relationships between consumer perception and brand loyalty, while also considering practical constraints such as time and resources.
- **Justification in Sample Size:** The sample size will be determined using power analysis or sample size calculation techniques based on the research objectives, expected effect sizes, and desired level of statistical power. A larger sample size increases the reliability and generalizability of the findings, reducing the risk of Type I and Type II errors. Additionally, stratified sampling techniques may be employed to ensure representation across different demographic segments and product categories.
- **Sources of Data:** The data for this study will be collected through both primary and secondary sources:

Primary Data:

- **Surveys:** A structured questionnaire will be administered to individual consumers to gather data on their perceptions of brands and their level of loyalty towards those brands. The survey conducted online, via telephone, in person, depending on the preferences and accessibility of the target population. Here I've also conducted a survey through the questionnaires including the structured questions.
- **Interviews:** In-depth interviews conducted with a subset of respondents to explore their perceptions and experiences in greater depth, providing qualitative insights into the underlying drivers of brand loyalty.

Secondary Data:

- **Existing research literature:** Relevant studies, articles, and reports on consumer perception and brand loyalty will be reviewed to provide theoretical background and contextualize the findings of the study.
 - **Company reports:** Information from company reports, market research reports, and industry databases may be utilized to supplement the primary data and provide additional insights into specific brands and product categories.
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Method:**The research method for this study will be a mixed-methods approach, combining quantitative and qualitative techniques:**

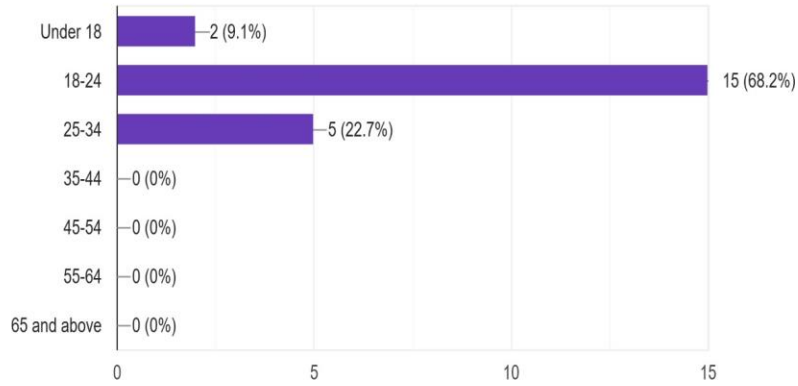
- **Quantitative Analysis:** Quantitative analysis will involve statistical techniques such as correlation analysis, regression analysis, and structural equation modelling to examine the relationships between consumer perception and brand loyalty, as well as the influence of demographic variables. Here, by studying the preferences of the people through the survey then statistical data can be identified and also here mentioned in the next page.
- **Qualitative Analysis:** Qualitative analysis will involve thematic analysis of interview transcripts to identify patterns, themes, and insights related to consumer perceptions and brand loyalty. By studying the data the perceptions of the people have identified i.e. is also mentioned in the next page.

Responses of individuals:

Primary Data Collection through Questionnaire.

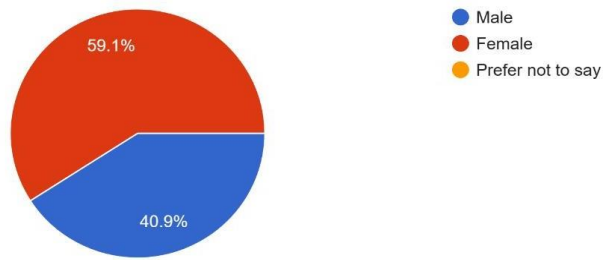
What is your age?

22 responses



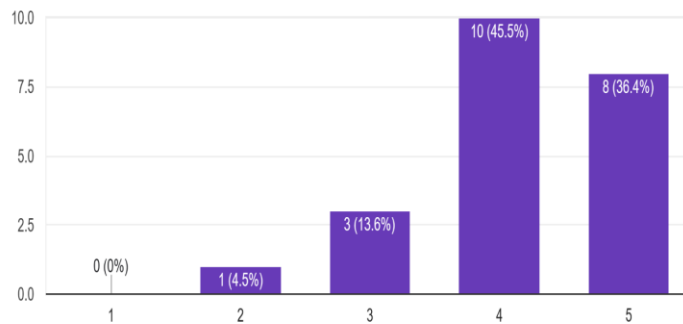
What is your gender?

22 responses



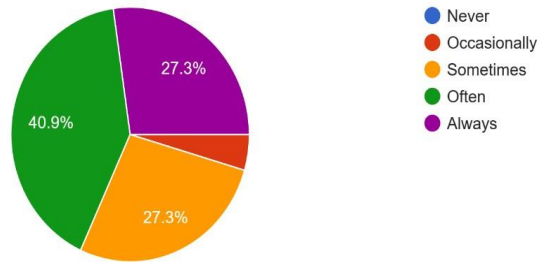
How familiar are you with FMCG branded products?

22 responses



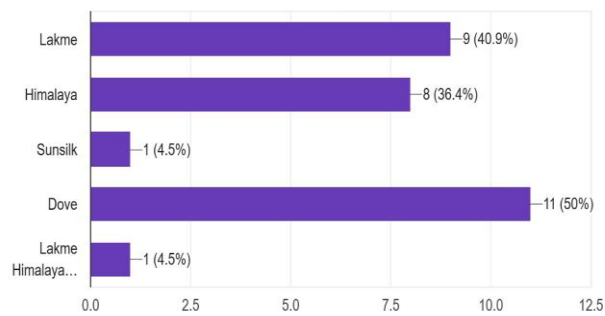
How often do you purchase products/services from the specific Brands?

22 responses



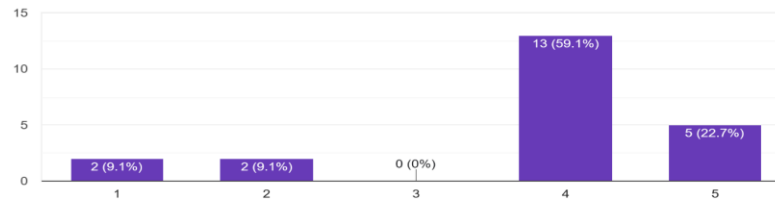
Please choose what comes to mind when you think about any specific branded product?

22 responses



How important is brand loyalty to you when making purchasing decisions?

22 responses



Is there anything else you would like to share about your perceptions of any specific brand or your experiences with the brand?

22 responses

- NA
- Branded products are costly and noy always have worth full cost
- Na
- Nothing
- Nope
- Branded products are good to use as it gives you good quality, uniqueness in design,etc. And also justify to the high price it cost for the products.
- I believe dove makes my hair smoother
- Dove makes my hair happiest
- Na

Data Interpretation & Analysis

According to the survey and this research around 60% of the people (from the sample) believes that Brand is important for them for making some purchase. They perceive that the Branded products are qualitative, durable, also have worthful cost.

Findings & Observations

These findings suggest that when customers perceive a high level of quality in a brand, they are more likely to be satisfied with their purchase and develop loyalty towards the brand. Therefore, it is important for marketers to focus on enhancing perceived quality in order to foster brand loyalty.

Mixed Research Method and author used both written text and visuals for data collection and analysis used to testify on findings obtained, and found most of the respondents preferred to choose brand compared to other line local products or services, especially women preferred brand compared to men. Some studies have indicated that women may tend to exhibit higher levels of brand loyalty than men in certain contexts, while others have found the opposite or no significant difference. These variations highlight the complexity of consumer behavior and the importance of considering multiple factors when analyzing brand loyalty perception.

Conclusion:

The concept of brand loyalty is linked with the purchase behaviour of consumers which happens repeatedly. Findings show that the brand loyalty is highly influenced by the consumers perception of the FMCG product buyers.

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Questionnaire:

1. What is your age?
2. What is your gender?
3. Which type of products or services do you prefer?
4. How familiar are you with FMCG branded products?
5. How likely are you to recommend branded products like FMCG branded products to others?
6. How often do you purchase products/services from the specific Brands? 7. How important is brand loyalty to you when making purchasing decisions?
7. Please choose what comes to mind when you think about any specific branded product?
8. Is there anything else you would like to share about your perceptions of any specific brand or your experiences with the brand?