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New Research Frontiers

A STUDY ON CONSUMER PERCEPTION TOWARDS BRAND LOYALTY OF FMCG PRODUCTS

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ABSTRACT

The term "brand loyalty" describes a customer's inclination to consistently buy a product or service from a business rather than choosing to buy a comparable alternative from a rival. A vital role for brand loyalty is played by service organizations. In the FMCG market, brand loyalty is a significant driver of repeat purchases and customer retention. Companies that can foster strong brand loyalty through consistent quality, innovative marketing, and a positive brand image are more likely to succeed in this competitive environment. The study pinpoints the essential elements that develop solid brand-customer bonds, giving FMCG businesses practical methods to build a devoted clientele and keep a competitive edge in the marketplace.

Keywords: *Brand loyalty, Customer, Market, FMCG.*

INTRODUCTION

Consumers typically go through seven major stages when making purchase decisions viz. need recognition, search for information, pre-purchase evaluation, purchase, consumption, post-consumption evaluation, and divestment. Marketers may ascertain why consumers are purchasing a product or not, as well as what actions to take to encourage repeat business or business from a certain supplier, by comprehending these seven stages and the ways in which different elements impact each stage of the consumer decision-making process.

A customer would choose five things to buy when deciding which product to buy during the evaluation stage: brand, seller, quantity, timing, and payment option. Not every product purchase involves every one of these choices. It is dependent upon the product's price, lifespan, and frequency. All of these selections are made in the case of expensive, infrequently acquired goods like televisions, as these purchases can be made for an extended length of time and there is no such thing as a trial buy. Fast moving consumer goods (FMCGs) are inexpensive, regularly purchased goods like food items and toilet soaps that may not require careful consideration when choosing a payment option.

Thus, different levels of brand loyalty, which can differ between categories, are associated with the behavior of making recurrent purchases. On the one hand, the majority of the literature that has already been written about brand loyalty views loyalty as the idea that customers are only faithful to one option. Conversely, it is also suggested that the quantity of customers who exclusively buy a brand has decreased due to the historically high number of competing product options and growing market fragmentation. Instead of being brand loyal, consumers are adopting a range of respectable brands that suit their demands.

In order to cultivate brand loyalty, FMCG brands now primarily focus on social media marketing, customisation, and offers, and it appears that this trend will continue. We will investigate brand loyalty in the FMCG industry in more detail, paying particular attention to demographics, geography, and culture.

REVIEW OF LITERATURE

Pulka Mahato & Priyanka Ranawa(2024), this study titled," A Study of Consumer Buying Behavior and Brand Loyalty in a FMCG Market". Reveal the underlying motivations and decision-making processes of FMCG consumers, highlighting the importance of tailored marketing strategies and personalized customer experiences in driving brand engagement and loyalty. The study also explores the impact of technological advancements and evolving consumer trends on the FMCG landscape, offering insights into the future direction of the industry.

Thalhath P & Velmurugan P S(2022) studies, “Changes in Brand Loyalty During Covid-19 Lockdown: A Study on FMCG Products”. The method used to collect the primary data was through “online questionnaires” which were sent to the sample selected by “convenience sampling”. The study concludes that brand love is an important part of brand loyalty which grows when the quality of experience that the product gives increases. The study concludes that there were not many differences in brand loyalty towards products pre-lockdown and during the lockdown. That is the effect of the lockdown was negligible on brand loyalty

Dr.G.Venkatasalam & C.Karunakaran(2021), in this study titles,” A Study On Consumer Perception Towards Brand Loyalty Of FMCG Products In Dharamapuri District. In the Indian FMCG business, brand association had the greatest impact, showing the importance of creating feelings and ideas with the brand in generating brand equity. The findings also demonstrated the importance of brand loyalty in the creation of brand equity. The study's empirical results supported the existence of a positive and direct link between perceived quality and brand equity

Sapna Nibsaiya, Dr. C. G. Sumithra & Dr. Manish Kumar(2021), this article titled” Impact of Brand Awareness and Brand Loyalty on Consumer Purchase decision: A study on FMCG products. Brand Loyalty of consumers tend to be showing an increasing trend due to many benefits such as saving time evaluating the alternate products, sophisticated advertising appeals, sales promotion tactics etc. which cause the consumers to show the re-buying behaviour or repeat behaviour. This has been proved by the present study as both brand awareness and brand loyalty have found to have a significant impact on the purchase decision behaviour of consumers.

Mr. Jyoti Pradhan & Dr. Devi Prasad Misra(2015), this article titled” Consumer Brand Loyalty: A Study on FMCGs-Personal Care Products in Rural and Urban Areas of India”. To indicate the amount of correlation between the variables, Chi-square test was used. Results show that among the variables namely gender, age, education and occupation, only age and education have the most significant impact on consumer's brand loyalty in urban areas and in rural areas. These variables were found insignificant after the study.

OBJECTIVES OF THE STUDY

- To ascertain the impact of demographic characteristics on the brand loyalty
- To examine the brand loyalty in FMCG markets from the consumers' perspective.
- To determine the elements that influence a consumer's decision to buy a certain FMCG product

METHODOLOGY

The nature of this research is descriptive. Information was acquired from primary and secondary sources. Primary data came from 100 interviews conducted, while secondary data came from a number of publications and websites. Using an interview schedule and a random sampling strategy, the data was gathered. The Study examining their behavior, one may ascertain their tastes, preferences, and how brands influence their purchase decisions.

STATEMENT OF THE PROBLEM

A product's brand serves as an interface or point of contact between consumers and the company in the marketplace. The brand name of a product influences consumers' perceptions, leading them to regularly buy that brand of product. It facilitates the development of product confidence and brand loyalty. Building brand loyalty is thought to be the primary goal of any marketing endeavor. It might cause consumers to develop a brand's trust and loyalty, keeping brand loyalty at the core of any marketing plan.

DATA ANALYSIS AND INTERPRETATION

Demographic profile

Demographic Profile	Category	Number of Respondents
Gender	Male	46
	Female	54
Age	Below 30 years	80
	31-40 years	10
	41-50 years	4
	Above 50 years	6
Educational Qualification	Up to HSC	74
	Graduation	10
	Post graduation	10
	Professional	6
Monthly income	Below 10,000	20
	10,001-20,000	28
	20,001-30,000	18
	Above 30,000	34
Occupation	Professional	12
	Home maker	12
	Employed	66
	Others	10
Total		100

The above table shows the demographic profile of the respondents. Out of 100 respondents, 56% of consumers are female and 44% are male. 80% of Consumers are under the age of thirty. 74% of the respondents have up to an HSC qualification, and 20% of the respondents are below graduation. The monthly income of 28% of consumers ranges between Rs.10,000 and Rs. 20,000. 0.34% consumers made more than Rs.30,000. In this study area, 66% of the respondents were employed.

CUSTOMER'S PERCEPTION TOWARDS BRAND LOYALTY OF FMCG

PRODUCTS

Statement	SA	A	N	NA	SDA
Brand of a FMCG product is imprinted in the consciousness of the consumer.	28	40	19	8	5
I'm able to distinguish different brands since I'm familiar with them.	32	36	21	6	5
Importance of brand exposure in terms of memory cannot be overstated.	15	9	24	35	17
FMCG items have gained brand awareness.	46	23	14	9	8
Brand has an excellent reputation.	27	18	32	14	9
Continue to use the same brand.	27	46	20	4	3
Enjoy using this brand	36	23	24	8	9
I always buy my preferred brand and always tell nice things about it.	22	41	18	11	8
I would advise someone about my brand name.	19	50	16	5	10
Share your thoughts about the brand with others.	43	27	15	7	8

Source: Primary Data

The above also revealed a positive perception towards Brand loyalty of FMCG products. The findings show that the brand loyalty is highly influenced by the consumers' perception of the FMCG product buyers.

CONCLUSION

Brand association had the biggest effect in the Indian FMCG industry, demonstrating how crucial it is to associate ideas and sentiments with a brand in order to build brand equity. This suggests that a favorable attitude and behavior toward FMCG brands may result from strong linkages that support a competitively desirable and distinctive brand position, as found in previous studies. The results also showed how crucial brand loyalty is to building brand equity. The empirical findings of the study confirmed that perceived quality and brand equity are positively correlated.

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