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INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

ACKNOWLEDGMENTS

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APPENDIX/ANNEXURE

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CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

BRAND LOYALTY- A MEASURE

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ABSTRACT

Branding is a strategic tool; it creates a favourable word of mouth and great publicity. An attempt is made in this paper to understand brand loyalty levels, customer association with the particular brand. Loyal customers are treated as good as brand ambassadors. Most of the international marketing scientist believe that Indian customer are greater loyal than their foreign counterparts. It is vital to companies to know the customer grievances as well as loyalty levels. The loyal customers bring Laura of new customers to the company. Brand loyalty measure gives a panoramic picture of repeat customers.

KEYWORDS
brand, brand loyalty.

INTRODUCTION

Competition of the day demanding application of innovative and improved branding strategies, in an attempt to bring out innovation in brand building, the companies are in search of more effective branding practices, through which a marketer tries to build long term relations with the customers. Today's customer life style is highly linked with Brands. The very dawn to dusk customers buying several brands, tooth paste to sleeping pills. In any business, gaining new customers is quite difficult and expensive, and requires lot of marketing effort with uncertainty. In order to retain the current customers and maintain customer base is relatively easy and inexpensive. *Loyal customers are price insensitive by nature, which reduce the vulnerability of any competitive action*. It also reduces the intensity and nature of competitive rivalry in the industry. In marketing, "*brand loyalty consists of a consumer's commitment to repurchase the brand and can be demonstrated by repeated buying of a product or service or other positive behaviors such as word of mouth advocacy*". True brand loyalty implies that the consumer is willing, at least on occasion, to put aside their own desires in the interest of the brand.

Brand loyalty in fast moving consumer goods categories is a topical issue, with several brands resorting to price cuts across categories. More importantly, price cuts or sales promotion by themselves do not seem to have done much for brands in terms of sustaining brand loyalty. They may attract consumers in the short run: consumers may stock the brands and consumers new to the brand may try it. But over a period of time, a brand's value may get diluted in consumers' psyche, and will eventually lose a strong base of consumers.

In today's highly competitive environments, improving consumers' loyalty to brands permits marketers to maintain a comfortable and lasting position in the marketplace.

Traditional marketing paradigms have always stressed the importance of brand loyalty; and marketers have always believed that brand loyalty would lead them to customer relationships, which would enable them to make the best use of customer lifetime value.

Marketers may have to probe deeper into the concepts of loyalty to understand consumers' buying patterns before they embark on loyalty schemes. Traditional approaches to brand loyalty have stressed the importance of the fact that it is less expensive to maintain existing consumers than to get new ones. Consumers who are loyal to a brand are likely to spend more on it and also likely to spread the positive word of mouth to other consumers, thus becoming advocates of the brand.

MEASUREMENT OF BRAND LOYALTY

The criteria and factors considered for loyalty measurements are different at each level of loyalty as the degree of loyalty and nature of relationship changes. In the bottom levels loyalty is not recognisable. Loyalty measurement at this level is in terms of sales turnover, product's profit margins, price attractiveness and price sensitivity. These are the major factors for purchase and repurchase behavior of customers at these levels.

At the middle level, loyalty is measured in terms of potential spending by the customers, recalling level of the brand, perceived attributes of product, and number of other brands purchased during the same time, and changed attitude towards brand.

Loyalty at the top level is measure through satisfaction level, total spending on brand liking – which is scaled in variety of ways like respect, friendship, trust etc, and the reasons attributed. Another important measurement for customer's commitment is their involvement in spreading good word of mouth and number of people to whom they refer the brand. Measurement tools include structured questionnaire (both closed-end, and open- end), likert scale, and semantic differential scale, attitude rating scales, projective techniques and in depth interviews.

Thus the brand loyalty need to be measured, it saves millions rupees expenditure would be devoted to sales promotion. In this article an attempt is made to measure brand loyalty.

OBJECTIVES OF THE STUDY
•   To understand brand awareness of customers towards FMCG Products.
•   To know the degree of brand loyalty towards FMCG Products.
•   To study the role of advertisement in building brand loyalty.
•   To study the role of sales promotion schemes in building brand loyalty.

SIGNIFICANCE OF THE STUDY

Today, products and services are penetrating into customer's life. Customers life styles are changing, consumption pattern are changing, buying habits are changing. Consumption of branded goods is increasing in the market, the whole market is transforming into a world of brands, the process of branding, some products attaining a good success and establishing long lasting relations, while the other are fail to reach their target customers, so there is a need for measurement of branding impact. This study is taken up to measure brand loyalty towards FMCG products.

METHODOLOGY

A descriptive research design is adopted in order to conduct the study. This design was found the most suitable for understanding the customers/ consumers perception, views, expectations and experiences with FMCG products, particularly bath soap, shampoo and detergent cake. There is a general feeling that descriptive studies are factual and very simple.

SAMPLE DESIGN

The data has been collected using simple random sampling technique. The target areas are Hyderabad, Secunderabad Then, one respondent from each household is contacted, and thus, the primary data is collected from 100 individuals. The data is collected mostly during the evening hours. It is felt that the evening hours are convenient and comfortable to the Respondents.

SOURCE OF DATA

The primary data were collected from customer/ consumers of FMCG products. All categories of customers were taken from Hyderabad, Secunderabad and surrounded municipalities.

The secondary data has been collected from Journals, Articles, Books, Doctoral Thesis, Magazines of Indian and Foreign origin, from the last ten years.

TOOLS OF DATA COLLECTION

The questionnaire and interview methods were utilized as necessary tools. Part **A**, dealt with questions pertaining to personal background and Part **B** includes standardized scale pertaining to assessment of customer views and opinions, they were measured with 5-point (Likert), where

Strongly Agree	-	5
Agree	-	4
Neither Agree nor Disagree	-	3
Disagree	-	2
Strongly Disagree	-	1

Scores were used to have the accurate value of opinions.

The buying decision of a customer is greatly influenced by demographic factors such as, age, gender, education, occupation and income. Age is the factor that describes the customer experiences, expectations and evaluations.

TABLE 1: AGE OF THE RESPONDENT

Age	No. of Respondents	Percentage
Below 20 years	15	15
21 – 30 years	35	35
31 – 40 years	25	25
41 – 50 years	10	10
51 – 60 years	10	10
61 and above years	5	5
Total	**100**	**100**

Source: The figures are compiled from primary data

From the above table it is observed that 15 percent of respondents are below age group of 20 years, 35 percent respondents are between the age group of 21 – 30 years, 25 percent of respondents are between the age of 31 to 40 years, 10 percent respondents are between 41 - 50 years, 10 percent respondents are between 51 – 60 years and 5 percent of respondents are above 61 years. Majority of the respondents are between the age group 21 – 30 years.

TABLE 2: GENDER OF THE RESPONDENTS

Gender	No. of Respondents	Percentage
Male	69	69
Female	31	31
Total	**100**	**100**

Source: The figures are compiled from primary data

From the above table it is observed that 69 percent of respondents are Males and 31 percent of respondents are Females. Females' respondents actively participated in the survey. It shows the increasing role of Females' in buying decision.

TABLE 3: EDUCATIONAL LEVELS OF RESPONDENTS

Education	No. of Respondents	Percentage
Below SSC	5	5
SSC	16	16
Intermediate	14	14
Degree	20	20
P.G. Degree	45	45
Total	**100**	**100**

Source: The figures are compiled from primary data

The table no.3 shows respondents educational levels. The respondents are distributed between higher education and higher secondary education. It indicates that most of the respondents have high level of awareness and knowledge about the brands which they are using. 45 percent are Post-Graduates, 20 percent are Graduates, and 35 percent are from intermediate and below secondary school.

TABLE 4: OCCUPATION OF THE RESPONDENTS

Occupation	No. of Respondents	Percentage
Govt. Employee	15	15
Private Employee	45	45
Home-maker	12	12
Self Employed	10	10
Business	18	18
Total	**100**	**100**

Source: The figures are compiled from primary data

The above table depicts, most of the Respondents are Private Employees whose buying habits are normally go with the market trends. It also indicates private employment increasing in the economy.

The income of respondents explains social status and buying patterns, it is the direct measurer of customers' potential purchase and future buying plans.

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TABLE 5: RESPONDENTS INCOME PER MONTH

Income / Month in Rupees (Rs.)	No. of Respondents	Percentage
Below 5,000	22	22
5,000 – 10,000	28	28
10,000 – 15,000	25	25
15,000 – 20,000	15	15
20,000 – 50,000	10	10
Total	**100**	**100**

Source: The figures are compiled from primary data

Majority respondent's income is between Rs.5000 and Rs.15000.

TABLE 6: RESPONDENTS BRAND CHOICE PERTAINING TO BATH SOAP

Name of the company	No. of respondents using the brands	Percentage
HLL	53	53
P&G	10	10
Others	37	37
Total	**100**	**100**

Source: The figures are compiled from primary data

It is observed that 53 percent of respondents are using HLL bath soaps, 10 percent of respondents using P&G bath soaps, 37 percent of respondents using other brands. This information is drawn through brand recall test.

TABLE 7: RESPONDENTS BRAND CHOICE PERTAINING TO SHAMPOO

Name of Company	No. of Respondents	Percentage
HLL	43	43
P&G	30	30
Other Brands	27	27
Total	**100**	**100**

Source: The figures are compiled from primary data

From the above table, it is evident that hair care increasing among customers. 43 percent of respondents are using HLL brands, 30 percent are using Proctor & Gamble brands, 27 percent of respondents are using other company brands.

TABLE 9: RESPONDENTS BRAND LOYALTY (REPURCHASE) TOWARDS BATH SOAP

Brand Loyalty in years	No. of Respondents	Percentage
Below 6 Months	10	10
6 Months - 1 year	15	15
1 year to 2 years	20	20
3 years to 4 years	40	40
5 years and above	15	15
Total	**100**	**100**

Source: The figures are compiled from primary data.

Table No. 9 brings out the respondents association with bath soap from past few years. Western countries believe that the Indians are brand loyals, the average brand life in India is more than three years. The figures presented in above table conforms the belief that western world had regarding Indian consumers. Some of the respondents specifically mentioned that they are using bath soap (brands) from last decade; they also said that they are not willing to change their current brands. It shows their faith and affection towards the brands.

TABLE 10: RESPONDENTS BRAND LOYALTY (REPURCHASE) TOWARDS SHAMPOO

Brand Loyalty in years	No. of Respondents	Percentage
Below 6 Months	15	15
6 Months-1 year	20	20
1 year to 2 years	28	28
3 years to 4 years	27	27
5 years and above	10	10
Total	**100**	**100**

It gives the picture of brand loyalty towards shampoos, majority respondents seems to be brand loyals, when it compared to bathe soap, the rate of loyalty is less.

TABLE 12: RESPONDENTS READINESS TO CHANGE THEIR PRESENT BRANDS

Readiness to Change	No. of Respondents	Percentage
Yes	12	12
No	88	88
Total	**100**	**100**

The table above explicitly puts the opinion of respondents that whether they are willing to change the present brand or not. 12 respondents were in favour of change and 88 percent were not shown interest to change their brands.

TABLE 13: FACTORS INFLUENCING BUYING DECISION

S.No.	Factors	Bath Soap	Shampoo
1	Quality	14	8
2	Brand Image	25	8
3	Features	8	12
4	Price	9	15
5	Advertisements	13	25
6	Fragrance	2	10
7	Availability	6	12
8	Friends	8	6
9	Retailer Advice	7	1
10	Sales People Advice	5	0
11	Credit	0	0
12	Packaging	3	3
Total		100	100

From the above table it appears that all the factors not so important but certain factors are quite important. It is noticed that feelings of respondents while purchasing the bath soaps, they consider quality as major factor, brand image, features and fragrance as desired factor. While buying shampoo, the respondents taking into the account of fragrance, quality, features, brand image. Quality is taken as prime factor while purchasing detergent cake, brand image, availability, wishing factors.

FINDINGS
- It is found that majority of the respondents are using FMCG brands of their choice from last three years.
- The respondents who are below 21 years old are willing to change their FMCG brands more frequently than their counterparts.
- Majority of customers opined that they are influenced by advertisements.
- It is also noted that HUL has occupied a lion share in FMCG market.
- It also can be understood that the brand loyalty is higher in our Indian market.

CONCLUSION
The brands have eternal life, products may die and buildings may ruin but brands have long lasting life. Brands establishes deep association with customers, this in turn may reduces marketing expenditure per unit. Brand loyalty is a customers strong faith in product performance, it make them to loyal and assertive towards product or a company. The level of brand loyalty needs to be understood and comprehend. It saves inch by inch marketing cost. In present times brand average life is sharply decreasing. Thus brand loyalty measure acts as checks and balances system to the marketing department and whole organization.

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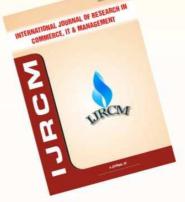Thanking you profoundly

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