Factors Influencing Brand Loyalty from consumer perspective-A Study in Hyderabad Region.

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ABSTRACT:
This paper examines the concept of brand loyalty in Fast Moving Consumer Good (FMCG) markets. The primary objective of the study was to explore why loyalty develops in FMCG markets from the consumers' perspective. In addition, this study explored the consumers' perspective on the types of bonds that exist in FMCG markets and the role of bonds in the development of brand loyalty. Brand loyalty is actually accomplished when the customer's show repeated buy behaviour towards the particular brand. Loyalty comes as a consequence of the customer's fulfilment, if customers are fulfilled from the brand functions, then they demonstrate loyalty towards the brand and they turn into the heartless of price factor and they will indicate strong interest to purchase the product at any expense. Brand loyalty serves to augment the brand value in the area. There are sure behaviours which are created in the buyers as an after effect of the brand loyalty. In view of observations from different respondents they confirmed that brand loyalty has a positive impact on buy intention. Brand loyalty is a crucial aspect when companies enter a competitive market. But until now, there are still many consumers who have not been able to survive on one particular brand and even a brand well-known must face the fact that consumers have switched to other brands. From various literature, brand loyalty is influenced by the perceived quality, brand trust and brand love. The critical variable in building brand trust and brand love, namely social media marketing, and the relationship between these variables has never been comprehensively examined in previous research studies. The conceptual framework of this study will be analysed using the SEM approach. The study results show that perceived quality, social media marketing, brand trust, and brand love significantly influence brand loyalty.
**Keywords:** Brand awareness, Customers behaviour, Brand image and loyalty, Customers purchasing behaviour.

I. INTRODUCTION:

Brand loyalty is when customers continue to purchase from the same brand over and over again, despite competitors offering similar products or services. Not only do customers continue engaging and purchasing from the same brand, but they also associate positive feelings toward that brand. An empirical research study has determined five characteristics of brand loyalty. Those include customer perceived value, brand trust, customer satisfaction, repeat purchase behaviour, and commitment. Why is brand loyalty important? In short: building brand loyalty drives growth. New customers who purchase your products and become 'brand loyal' will become repeat customers. But they'll also recommend you to their peers, and they'll become ambassadors for your products out in the real world.

Brand loyalty refers to when customers repeatedly make purchases of the same product over similar substitute products. These customers have typically developed a strong emotional bond with the product or service. Brand loyalty can be an important source of revenue and growth for companies. It can also lead to other benefits, such as increased profits, allowing for premium pricing, lowered marketing costs, and lower production costs.Brand loyalty is defined as when a customer chooses to repeatedly purchase a product or service from the same company over other substitute products. In many cases, this even occurs when there are cheaper or better alternatives available. Brand loyalty is often seen as a result of customer satisfaction with a product or service.
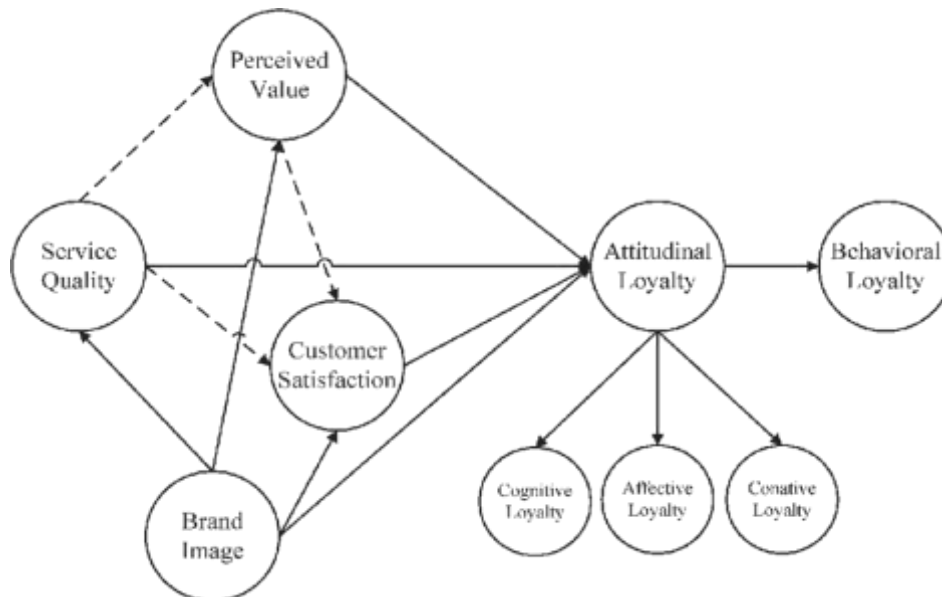
Identify Key Factors: To identify and categorise the key factors that influence brand loyalty among consumers in the Hyderabad region.

Evaluate Consumer Perception: To assess the perception of consumers in Hyderabad towards different brands and understand how these perceptions contribute to brand loyalty.

Examine Brand Trust: To examine the role of trust in influencing brand loyalty and understand the factors that contribute to the establishment of trust in brands.

Analyse Customer Satisfaction: To analyse the impact of customer satisfaction on brand loyalty and identify the aspects of products or services that contribute significantly to customer satisfaction.

Explore Brand Image: To explore how the image and reputation of a brand influence consumer loyalty and investigate the factors that contribute to a positive or negative brand image.

Assess Marketing Strategies: To assess the effectiveness of various marketing strategies employed by brands in Hyderabad and understand how these strategies impact consumer loyalty.

Understand Demographic Variations: To examine whether there are variations in brand loyalty based on demographic factors such as age, income, and education among consumers in the Hyderabad region.

Brand loyalty is the preference of consumers who consistently make purchases on the same brand on a specific product or in a particular service category (Schiffman and Kanuk, 2007). Whereas, Aaker (1991) defines brand loyalty as a measure of consumer relationship to a brand. Expectations about the formation of brand loyalty (brand loyalty) are still not following reality, and other influences are considered capable of strengthening brand loyalty. Brand loyalty is influenced by the love of a consumer to the brand of a product. The consumer will love the brand when the consumer trusts the brand (brand trust). And consumers will discount brand trust first built through good interaction between the company and its customers through social media marketing and the perception that the product is of quality (perceived quality).

II.   REVIEW OF LITERATURE: -
❖ **Priti k Rao & Dr. Vanitha Bhargav (2016):**
A brand is defined as a consistent and clearly stated promise to deliver a unique, focused and

relevant benefit that differentiates an offering from those competitors. The function of branding is to create preference by managing consumer's awareness and expectations of the brand. This is accomplished by developing a brand strategy that outlines rules and guidelines to ensure tha6 the brand owner's goals and objectives are met. The role of branding has become an integral part of business strategy as it defines a realistic and manageable brand promise, dealing what the brand owner must deliver as what consumers expect of the brand.

❖ **Juha-Pekka Ropo (2009):-**Currently I am working in the advertising agency ADcode and thought of doing my thesis on brands. Brands and branding have always interested me very much. Even though the International Business studies at TAMK have only touched on the subjects a few times. During my exchange studies a course that involved creating a strategic marketing plan for a large European retailer signalled the beginning of my interest in brands. My professional goals also entail working closely with brands in an international environment.

❖ **Sengguruh Nilowardono, Christina Esti Susanti, Madinah Rahayu 3(2020):** Brand loyalty is a crucial aspect when companies enter a competitive market. But until now, there are still many consumers who have not been able to survive on one particular brand and even a well-known one must face the fact that consumers have switched to other brands. From various literature, brand loyalty is influenced by the perceived quality, brand trust and brand love. The critical variable in building brand trust and brand love, namely social media marketing, and the relationship between these variables has never been comprehensively examined in previous research studies. The conceptual framework of this study will be analysed using the SEM approach. Then, it will be tested using 267 data collected from Xiaomi smartphone customers in the city of Surabaya, Indonesia. The study results show that perceived quality, social media marketing, brand trust, and brand love significantly influence brand loyalty. It found that the perceived quality and social media marketing had a significant indirect effect on brand loyalty through brand trust and brand love for consumers of Xiaomi smartphones in the city of Surabaya, Indonesia.

❖ **Paul Dwyer(2011): -**Consumer choice among brands to add to supermarket shopping baskets provided insights that fueled a long stream of research into market structure, that is, the distinction between brands that compete for the same purchase decision. However, the range of brands appearing in such shopping baskets was limited to those found on supermarket shelves. This study investigated whether consumer choice of which top brands to mention online, often called user-generated content , encoded a broader perspective on how brands are distinct in consumer perceptions. Brand distinctiveness is usually portrayed on a map where brands are plotted in a coordinate system or as a tree where brands are clustered into hierarchical categories.

❖ **Cleopatra Veloutsou, Elena Delgado-Ballester, (2018):-** This paper aims to help in the development of a better understanding of key brand-related terms and discuss the key challenges and trends in brand management. This is an editorial based mainly on an extensive and broad literature review on brand management. First, this work defines some key brand management terms and presents brand-related issues and concerns that remain unchanged over time. Then it discusses some of the brand management-related matters that are changing since the past few years. Challenges for the management of brands from the side of the companies that have introduced them are then presented. It finally provides a glimpse of the five papers selected for this special issue and then identifies avenues for further research.

❖ **Asaad Ali Karam, SerdarSaydam (2015):** The brand awareness has turned into an important variable that impacts customer's perceptions of a brand. Achievement in brand management arises from understanding and overseeing brand image and loyalty correctly to create strong characteristics that will impact consumers when making on their decisions. This thesis concentrates on the importance of these dimensions (brand awareness, brand loyalty, brand image and consumer behaviour) of customer-built brand equity in light of consumer's perceptions of a brand. This is focused around the assumption that all these dimensions of customer based-brand image and loyalty will have impact on consumer's perceptions of the brand.

❖ **Shtovba, S., Shtovba, O. and Filatova, L. (2019): Purpose.** The aim of the paper is to identify leaders and trends in branding research, undertaken during 2000 – 2019. Identification was made in the following

categories: 1) most popular subjects; 2) most productive countries; 3) most productive institutions; 4) most productive scholars; 5) most productive sources; 6) most cited publications; 7) most cited scholars. Bibliometric analysis based on data from Scopus and Dimensions. Findings. The majority of branding publications belong to Business and Management. The interest towards this research field however declines mostly in favour of Cultural Studies, Psychology, Sociology, etc. The majority of publications on branding are concentrated in the USA, United Kingdom and Australia. Griffith University has become a leader in the number of branding publications within 2000 – 2019. T C Melewar is a leader by the number of branding publications among scholars. Journal of Brand Management has been a leader among sources. Journal of Marketing is a leader by the number of the most cited papers.

❖ **8.Qiao, F. and Griffin, W.G. (2022):** There were no significant main effects or interactions for the male-targeted product. The results for the female-targeted product revealed no significant main effect of visual shape, a significant main effect of colour and significant two-way interactions between visual shape and colour and between visual shape and logo. Significant main effects were found for visual shape and colour for the gender-neutral product.

❖ **9.Kucharska, W. and Mikołajczak, P. (2018):** Personal branding becomes a new in-demand skill for all professionals today. To be well-known helps to achieve success in the networked business environment. Personal relationships and a good reputation in the reality of network economy help young artists and art designers move up the career ladder. This paper aims to discuss a problem of artists who often find it difficult to define their artistic and self-distinction identities. The concept of personal brand and branding seems quite irrelevant, especially in reference to their own selves.

❖ **10.María Leticia Santos-Vijande, Ana Belén del Río-Lanza a , Leticia Suárez-Álvarez , Ana María Díaz-Martín (2013):-**Despite the growing body of literature acknowledging that strong brands are crucial for firms' long-term competitiveness, little research examines how firms should manage their brands internally to maximise their value and the firm's commercial performance. On the basis of the brand management system (BMS) that Kim and Lee (2007) and Lee, Park, Baek, and Lee (2008) describe, the current research extends these authors' work and develops a multidimensional BMS scale comprising three dimensions: brand orientation, internal branding, and strategic brand management. The BMS represents the basic internal management infrastructure necessary to sustain brand-building activities and brand equity creation.

Objectives:
❖ To study the relationship between consumer trust & brand loyalty of FMCG (Fast Moving Consumer Goods) Products in the Hyderabad region.
❖ To study factors influencing brand loyalty among different FMCG (Fast Moving Consumer Goods) products in the Hyderabad region.
❖ To Study the effective marketing strategies adapted by the FMCG (Fast Moving Consumer Goods) companies.

Hypotheses:

H1: There is a positive correlation between consumer trust in a brand and brand loyalty.

H2: Higher levels of customer satisfaction lead to increased brand loyalty.

H3: A positive brand image has a significant impact on brand loyalty.

H4: Effective marketing strategies positively influence brand loyalty.

H5: Demographic factors such as age, income, and education have a significant impact on brand loyalty.

H6: There is a difference in the factors influencing brand loyalty among different product categories in the Hyderabad region.

H7: Perceived value for money positively influences brand loyalty.

III. RESULTS AND DISCUSSION

Cronbach Alpha

Variables	Number of Items	Cronbach Alpha
Consumer Involvement	4	.945
Perceived Brand Value	3	.895
Customer Satisfaction	3	.904
Brand Loyalty	4	.936

(Table -1: Reliability Analysis of Variables

The Cronbach Alpha value of 0.945 indicates a high level of internal consistency or reliability for these items. It implies that the Consumer Involvement scale's items are tightly related to one another, which increases the measurement's dependability. Perceived Brand Value has a Cronbach Alpha of 0.895, showing strong internal consistency. Customer Satisfaction has three items and a Cronbach Alpha of 0.904, indicating a high level of internal consistency among the items. It suggests that the items used to measure Customer Satisfaction are reliable in assessing this construct. The Brand Loyalty variable comprises four items and a Cronbach Alpha of 0.936, showing high internal consistency among them. This shows that the Brand Loyalty items are extremely dependable for assessing this construct.

Correlation

		Consumer Involvement	Perceived Brand Value	Customer Satisfaction	Brand Loyalty
Consumer Involvement	Pearson Correlation	1			
Perceived Brand Value	Pearson Correlation	.919**	1		
Customer Satisfaction	Pearson Correlation	.903**	.909**	1	
Brand Loyalty	Pearson Correlation	.936**	.903**	.941**	1

**. Correlation is significant at the 0.01 level (2-tailed).

Consumer Involvement and Perceived Brand Value: The Pearson correlation coefficient of .919 reveals a highly significant positive link between consumer involvement and perceived brand value. As consumer engagement rises, the perceived value of the brand likewise experiences a substantial increase.

Consumer Involvement and Customer Satisfaction: The correlation coefficient of .903 indicates a high positive association between consumer involvement and customer satisfaction. Consequently, greater degrees of consumer engagement are directly linked to increased levels of customer contentment.

Consumer Involvement and Brand Loyalty: The correlation coefficient of .936 suggests a highly robust positive association between consumer involvement and brand loyalty. Consequently, a rise in customer engagement is strongly correlated with a rise in brand loyalty.

Perceived Brand Value and Customer Satisfaction: The correlation coefficient of .909 suggests a robust positive link between perceived brand value and customer satisfaction. This implies that as the perceived worth of a brand rises, consumer contentment also tends to rise dramatically.

Perceived Brand Value and Brand Loyalty: The correlation coefficient of .930 indicates a strong positive relationship between perceived brand value and brand loyalty, implying that an increase in perceived brand value is likely to result in a corresponding increase in brand loyalty.

Customer Satisfaction and Brand Loyalty: The correlation coefficient of .941, indicating a highly positive and significant association between customer happiness and brand loyalty. This

suggests that higher levels of consumer satisfaction are highly likely to lead to a greater degree of brand loyalty.

IV.   CONCLUSION:

The significant positive correlations shown between customer Involvement and both Perceived Brand Value (.919) and Brand Loyalty (.936) highlight the crucial influence of customer involvement in moulding brand perceptions and loyalty. This implies that brands that proactively include their consumers, potentially through customised marketing, fostering a sense of community, or customer-focused innovations, are likely to experience a significant improvement in how their worth is viewed and in fostering loyalty. The study emphasises that Customer Satisfaction is a fundamental factor, showing significant positive associations with Perceived Brand Value (.909) and Brand Loyalty (.941). This statement reinforces the long-standing marketing principle that ensuring customer satisfaction is crucial for preserving the strength and reputation of a brand. Businesses should prioritise comprehending and satisfying consumer wants and expectations, as this not only improves perceived value but also plays a vital role in fostering loyalty. The high correlation coefficient of 0.930 between Perceived Brand Value and Brand Loyalty suggests a mutually beneficial relationship. As consumers see an increased level of value in a brand, their loyalty becomes stronger. This highlights the importance for brands to consistently allocate resources towards preserving and augmenting the perceived worth, which may be accomplished by enhancements in quality, innovation, efficient branding tactics, and upholding a favourable brand reputation.

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