



## A RELATIONSHIP BETWEEN BRAND IMAGE AND BRAND LOYALTY (A STUDY WITH REFERENCE TO FMCG CONSUMERS IN VELLORE DISTRICT)

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### ABSTRACT

**B**rand image is the current view of the customers about a brand. It can be defined as a unique bundle of associations within the minds of target customers. It signifies what the brand presently stands for. It is a set of beliefs held about a specific brand. In short, it is nothing but the consumers' perception about the product. It is the manner in which a specific brand is positioned in the market. Brand image conveys emotional value and not just a mental image. Brand image is nothing but an organization's character. It is an accumulation of contact and observation by people external to an organization. It should highlight an organization's mission and vision to all.

Brand Loyalty is a scenario where the consumer fears purchasing and consuming product from another brand which he does not trust. It is measured through methods like word of mouth publicity, repetitive buying, price sensitivity, commitment, brand trust, customer satisfaction, etc. Brand loyalty is the extent to which a consumer constantly buys the same brand within a product category. The consumers remain loyal to a specific brand as long as it is available.

**KEY WORDS:** FMCG, ANOVA, US and Attributes

### INTRODUCTION

#### Brand Image:-

Brand image is the current view of the customers about a brand. It can be defined as a unique bundle of associations within the minds of target customers. It signifies what the brand presently stands for. It is a set of beliefs held about a specific brand. In short, it is nothing but the consumers' perception about the product. It is the manner in which a specific brand is positioned in the market. Brand image conveys emotional value and not just a mental image. Brand image is nothing but an organization's character. It is an accumulation of contact and observation by people external to an organization. It

should highlight an organization's mission and vision to all. The main elements of positive brand image are- unique logo reflecting organization's image, slogan describing organization's business in brief and brand identifier supporting the key values.

Brand image is the overall impression in consumers' mind that is formed from all sources. Consumers develop various associations with the brand. Based on these associations, they form brand image. An image is formed about the brand on the basis of subjective perceptions of association's bundle that the consumers

have about the brand. Volvo is associated with safety. Toyota is associated with reliability.

The idea behind brand image is that the consumer is not purchasing just the product/service but also the image associated with that product/service. Brand images should be positive, unique and instant. Brand images can be strengthened using brand communications like advertising, packaging, word of mouth publicity, other promotional tools, etc.

Brand image develops and conveys the product's character in a unique manner different from its competitor's image. The brand image consists of various associations in consumers' mind - attributes, benefits and attributes. Brand attributes are the functional and mental connections with the brand that the customers have. They can be specific or conceptual. Benefits are the rationale for the purchase decision. There are three types of benefits: Functional benefits - what do you do better (than others), emotional benefits - how do you make me feel better (than others), and rational benefits/support - why do I believe you (more than others). Brand attributes are consumers overall assessment of a brand.

Brand image has not to be created, but is automatically formed. The brand image includes products' appeal, ease of use, functionality, fame, and overall value. Brand image is actually brand content. When the consumers purchase the product, they are also purchasing its image. Brand image is the objective and mental feedback of the consumers when they purchase a product. Positive brand image is exceeding the customers' expectations. Positive brand image enhances the goodwill and brand value of an organization.

### **Brand Loyalty:-**

Brand Loyalty is a scenario where the consumer fears purchasing and consuming product from another brand which he does not trust. It is measured through methods like word of mouth publicity, repetitive buying, price sensitivity, commitment, brand trust, customer satisfaction, etc. Brand loyalty is the extent to which a consumer constantly buys the same brand within a product category. The consumers remain loyal to a specific brand as long as it is available. They do not buy from other suppliers within the product category. Brand loyalty exists when the consumer feels that the brand consists of right product characteristics and quality at right price. Even if the other brands are available at cheaper price or superior quality, the brand loyal consumer will stick to his brand.

Brand loyal consumers are the foundation of an organization. Greater loyalty levels lead to less marketing expenditure because the brand loyal customers promote

the brand positively. Also, it acts as a means of launching and introducing more products that are targeted at same customers at less expenditure. It also restrains new competitors in the market. Brand loyalty is a key component of brand equity.

Brand loyalty can be developed through various measures such as quick service, ensuring quality products, continuous improvement, wide distribution network, etc. When consumers are brand loyal they love "you" for being "you", and they will minutely consider any other alternative brand as a replacement. Examples of brand loyalty can be seen in US where true Apple customers have the brand's logo tattooed onto their bodies. Similarly in Finland, Nokia customers remained loyal to Nokia because they admired the design of the handsets or because of user- friendly menu system used by Nokia phones.

Brand loyalty can be defined as relative possibility of customer shifting to another brand in case there is a change in product's features, price or quality. As brand loyalty increases, customers will respond less to competitive moves and actions. Brand loyal customers remain committed to the brand, are willing to pay higher price for that brand, and will promote their brand always. A company having brand loyal customers will have greater sales, less marketing and advertising costs, and best pricing. This is because the brand loyal customers are less reluctant to shift to other brands, respond less to price changes and self- promote the brand as they perceive that their brand have unique value which is not provided by other competitive brands.

Brand loyalty is always developed post purchase. To develop brand loyalty, an organization should know their niche market, target them, support their product, ensure easy access of their product, provide customer satisfaction, bring constant innovation in their product and offer schemes on their product so as to ensure that customers repeatedly purchase the product.

### **Brand Image and Brand Loyalty in the context of Fast Moving Consumer Goods:-**

Brand Image and Brand Loyalty are two prime elements to be considered while buying Fast Moving Consumer Goods. Consumer must be aware of the brand of the product in the market so that he will be able to buy any commodities in the market. Brand image makes consumers buy their commodities based on taste and preferences of the consumers. The reason behind brand image is that it conveys valuable information to the consumers that stimulates the consumers to buy the commodities in the market. As far as FMCG market is

concerned, brand image is prominent as it evolves various rudiments like advertising, packaging, word of mouth publicity, other promotional tools, etc. Consumers of FMCGs in many villages are more aware of brand than the consumers in urban areas. They try to get the details of the product prior to the purchase of the product. Since some companies engaging in FMCGs in the villages appeal to the consumers about their vision and mission. Moreover, villagers come to know about the brand image of a product on account of various factors such as ease of use, word of publicity, overall value, and so on. So, consumers of FMCGs in many villages are curious to know about the brand images as it creates many benefits to benefit the consumers.

On the other hand, brand loyalty is something which is often used to refer to consumers being loyal to the consumers as long as it is available in the market. In fact, it is a foundation of an organization as it makes consumers to love the product constantly. The survival of the organization depends on brand loyalty of a product which a firm makes. It paves ways for profit escalation thereby it reduces overall cost of the firm. Loyal consumers are less reluctant to shift to other commodities. From consumers of FMCGs point of view, brand loyalty bridges gap between manufacturers of FMCGs and Consumers. It creates good association between firms producing FMCGs and Consumers. Consumers of FMCGs in villages are loyal to their product which was proved during the survey conducted by many companies. Even, the market shares of certain FMCGs are on the rise especially in villages as it has better response among the consumers. Thus, consumers of FMCGs are importantly linked with both brand image and brand loyalty to a greater extent.

## OBJECTIVES OF THE STUDY

The study has the following objectives:

- ↳ To highlight how is brand image and brand loyalty significant for Consumers of FMCGs in Vellore District.
- ↳ To examine the extent to which consumer is satisfied with FMCGs in Vellore District and suggest the measures to overcome bottlenecks of Brand image and Brand Loyalty of FMCGs.

## STATEMENT OF PROBLEM

Even if Brand image and brand loyalty are important to consumers. Sometimes, consumers end up buying shoddy commodities due to lack of awareness of the FMCGs in some areas. The firms fail to take appropriate measures to inform about their product among consumers that results in choosing alternate product by consumers. In remote areas, consumers buy the commodities without

knowing brand of a product. They constantly switch their preference to other products due to lack of efforts by marketers in those areas.

Literacy level of consumers poses to be a serious concern for some firms producing FMCGs in many villages. Similarly, price emerges as a risk that affects sale of a product despite it has brand image and brand loyalty. Firms keep selling the commodities at exorbitant prices in many villages in view of brand image and brand loyalty that causes the sales slowdown and gradually makes the consumers be disloyal to FMCGs.

## NEED FOR THE STUDY

The present study is titled as brand image and loyalty are the need of the hour to be discussed as they both focus on ultimate satisfaction of consumers of FMCGs in Vellore Districts. Purchase behavior of the consumers emerges if a product is accompanied by brand image and brand loyalty. Brand image gives consumers overall values of products thereby consumers are lured by the intention of purchase more and more. Whereas brand loyalty comes as a stepping stone that makes consumers to express his belief and trust over a specific brand to be bought again and again. So, consumers like to be loyal to the brand of a product which fulfills all the needs of the consumers. Therefore, researcher has asserted that brand image and brand loyalty have interconnections with each other and play crucial role in promoting FMCGs to the reach of consumers in Vellore District.

## RESEARCH METHODOLOGY

Some people consider research as a movement, a movement from the known to the unknown. It is actually a voyage of discovery. We all possess the vital instinct of inquisitiveness for when the unknown confronts us we wonder and with our inquisitiveness we probe and attain full and fuller understanding of the unknown. This inquisitiveness is the mother of all knowledge and the method, which man employs for obtaining the knowledge of whatever the unknown can be, termed as research. The present study proposes to use descriptive research design as it elaborates the study in detail in various aspects. Likewise, Sampling is concerned with the study of relationship existing between population and sample drawn from its source. The survey is carried out in Vellore District. Non - Probability sampling method is proposed to be used for this study. There are various types of non - probability sampling techniques available for information collection. As various groups of respondents are to be involved in this research, therefore Quota sampling method is proposed to be used. Sample size is determined as 520 based on population of various sample mix in Vellore Districts.

## REVIEW OF LITERATURE FOR BRAND IMAGE AND BRAND LOYALTY

**Keller (2003) and Biel (1992)** stated that a positive Brand Image creates when a customer associate him/herself with a particular brand with unique association and that person could recommend that brand to another person and hold a positive attitude towards that brand. Image has a direct impact on the purchase behavior of the consumer.

**Asim Nasar et al. (2012)** stated in their research study that a number of companies give valuable consideration for building brand image and utilize capital for formulating and executing marketing strategies and practices. They further argued that Brand image is one of the most powerful aspects that establish the reputation of a specific brand in the marketplace. Without a positive

and strong Brand Image, companies cannot get a great part of the market share. For that, companies frequently observe their marketing and branding strategies and practices.

**Bondesson (2012)** stated that loyalty can be measured through various methods. He further stated that one can measure Brand Loyalty with the help of measuring purchase intention and recommendation. He further observed that brand equity largely focuses on two kinds of brand strength. One is brand loyalty, which is empirically captured by such measures as recommendation, preference, and purchase intention. Second one is customers' willingness to pay a price premium for a specific brand on the other hand **Fouladivand et al., (2013)** claimed that brand loyalty has the ability to effect both positively and negatively on the quality of a brand

## DATA ANALYSIS AND RESULTS DISCUSSION

**Table 1**  
**Descriptive Statistics for Brand Image**

S.No	Statements	N	Mean	Standard Deviation	Variance
1	Brand image support the purchase decision of consumers.	520	3.86	1.23	1.51
2	Brand image is created due to constant services of the manufacturers of FMCGs.	520	3.99	0.91	0.83
3	Consumers are provided with proper communication about brand of a product.	520	3.64	0.82	0.67
4	Feedback is taken into consideration with regard to brand image.	520	3.30	1.00	1.00
5	Brand image provides emotional value.	520	3.82	0.84	0.71
6	Brand image fulfills the needs of the consumers of FMCGs.	520	3.79	1.03	1.07

Source: Compiled Information from Primary Data

The descriptive statistics also show that brand image is created due to constant services of the manufacturers of FMCGs with mean score of 3.99, followed by the Brand image support the purchase decision of consumers with mean score of 3.86 and the Brand image provides emotional value with mean score of 3.82. Brand

image fulfills the needs of the consumers of FMCGs and Consumers are provided with proper communication about brand of a product with mean score of 3.79 and 3.64 respectively. Feedback is taken into consideration with regard to brand image has lowest mean score of 3.30 towards the brand image of the consumers of FMCGs in Vellore Districts.

**Table 2**  
**Descriptive statistics for Brand Loyalty**

S.No	Statements	N	Mean	Standard Deviation	Variance
1	Consumers of FMCGs are loyal because of trust they have on the product.	520	3.24	1.49	2.22
2	Brand loyalty creates commitment in the minds of consumers.	520	3.25	1.02	1.05
3	Strategies of pricing make the consumers to be loyal to FMCGs.	520	3.34	1.12	1.26
4	Proper communication between manufacturers and consumers increases the loyalty of brand of a product.	520	3.95	0.85	0.73
5	Word of publicity and repetitive purchase paves way for brand loyalty to consumers.	520	3.54	0.76	0.57
6	Brand loyalty has a greater sales and less marketing costs.	520	4.36	0.85	0.73

Source: Compiled Information from primary data

The present table exhibits various statements with different score pertaining to brand loyalty. Of them, the first is brand loyalty has a greater sales and less marketing costs that has scored highest mean value of 4.36, followed by mean value of 3.95 for Proper communication between manufacturers and consumers increases the loyalty of brand of a product., mean value of

3.54 for Word of publicity and repetitive purchase paves way for brand loyalty to consumers and mean value of 3.34 for Strategies of pricing make the consumers to be loyal to FMCGs. However, Brand loyalty creates commitment in the minds of consumers and Consumers of FMCGs are loyal because of trust they have on the product has scored lowest mean value of 3.25 and 3.24 towards brand loyalty.

**Table 3**  
**Level of Satisfaction of Consumers towards FMCGs**

S.No	Statements	N	Mean	Standard Deviation	Variance
1	Easy access to the specific brand	520	2.41	1.22	1.49
2	Demonstration for new product of any specific brand	520	2.97	1.07	1.15
3	Consumers grievances are redressed in due course of time	520	3.95	0.90	0.81
4	Availability of marketer to supply the commodities at the door step of the consumers	520	4.07	1.05	1.10
5	Discount is offered for specific brand to attraction the satisfaction of consumers of FMCGs.	520	3.79	0.87	0.75
6	Competitive advantages are accessible to consumers to ensure satisfaction of consumers.	520	3.31	0.98	0.95
7	Positive impact of brand that accrues to your satisfaction	520	3.74	0.75	0.57

Source: Compiled Information from Primary Data

Descriptive statistics shows that the availability of marketer to supply the commodities at the door step of the consumers with highest mean value of 4.07, followed by Consumers grievances are redressed in due course of time with mean value of 3.95, Discount is offered for specific brand to attraction the satisfaction of consumers of FMCGs with mean value of 3.79, Positive impact of brand

that accrues to your satisfaction with mean value of 3.74 and they enjoy using the brand with mean value of 3.31 towards Competitive advantages are accessible to consumers to ensure satisfaction of consumers. Demonstration for new product of any specific brand and easy access to the specific brand with mean value of 2.97 and 2.41 respectively.

**Table 4**  
**One way ANOVA for Brand Loyalty and Brand Image of FMCGs Consumers**

S.No	Research Components	Gender	N	Mean	Std. Deviation	Standard Error of Mean	F - Value	Test Significance
1	Brand popularity	Male	400	21.22	3.15	0.17	-5.002	0.01* Rejected
		Female	120	22.45	2.63	0.18		
		Total	520	21.67	3.03	0.13		
2	Brand consistency	Male	400	21.99	3.00	0.16	-4.856	0.01* Accepted
		Female	120	23.06	2.22	0.15		
		Total	520	22.39	2.78	0.12		
3	Trust of Brand	Male	400	32.08	4.10	0.22	-1.093	0.05** Accepted
		Female	120	32.44	3.53	0.24		
		Total	520	32.21	3.90	0.16		
4	Comparison of your brand with other brand	Male	400	22.09	2.77	0.15	-3.413	0.01* Rejected
		Female	120	22.85	2.42	0.17		
		Total	520	22.38	2.67	0.11		
5	Satisfaction of brand	Male	400	22.66	4.58	0.24	-3.373	0.05** Accepted
		Female	120	23.90	3.96	0.27		
		Total	520	23.13	4.39	0.19		
6	Perception of consumers towards brand	Male	400	19.05	2.35	0.14	-7.319	0.01* accepted
		Female	120	20.26	1.56	0.11		
		Total	520	19.50	2.16	0.09		

Source: Compiled Information from Primary Data

\*Test Significance at 1% level

\*\*Test Significance at 5% Level

From the above table, gender of the consumers of FMCGs are compared with various research components such as brand popularity, brand consistency, trust of brand, comparison of your brand with other brand, satisfaction of brand and perception of consumers towards brand.

1. Brand Popularity and gender of the respondents are rejected at 1% level of significance. Therefore, there is no relationship between gender and brand popularity of FMCGs in Vellore District.
2. Similarly, there is an association between brand consistency and gender of Consumers of FMCGs as null hypotheses is accepted at 1% level of significance.
3. Thirdly, there is significant relationship between trust of brand and gender of the respondents as null hypotheses is accepted at 5% level of significance.
4. Comparisons of your brand with other brand in respect of gender of the respondents are rejected at 1% level of significance by using one way ANOVA.
5. At last, there is significant relationship between perception of consumers and gender of the respondents at 1% level of significance.

## SUGGESTIONS AND CONCLUSION

As the study is empirical in nature, both primary and secondary data were circulated to elicit to arrive at meaningful suggestions and conclusion. As far as the

present study is concerned, Brand Loyalty and Brand Image are two pillars for FMCGs as it gain momentum among the consumers of FMCGs. Researcher has put forth some suggestions based on the research analysis. They are listed below:

1. Companies involving FMCGs has to chalk out effective plans to differentiate their product from spurious product prevailing in the market. The marketer has to create enough awareness on their product to the consumers. The plans include logo of the product to be highlighted, freely accessible to products despite tough situations.
2. Marketers have to identify the obstacles to be experienced in distributing and marketing their FMCGs in Vellore District. Brand image and brand loyalty greatly depend on satisfaction of consumers. Therefore, consumers are to be satisfied enough while distributing and marketing the commodities.
3. Dealers of FMCGs should focus on target customers to move their product to them. Hence, firms engaging in FMCGs should collect the details of consumers during pre and post purchase. Firms need to follow the consumers in villages to update the information regarding their product.

4. Trust of brand lies at consumers. The firms should increase the level of confidence of consumers upon the products by adding additional values to their product.
5. Brand image and brand loyalty relies upon perception of consumers. Therefore, marketers of FMCGs in Vellore District should study the perception of consumers at frequent interval to update what is something new. Accordingly, there may be given priority to perception of consumers.

Concluding this article paper, the researcher has brought out various ups and downs concerning the topic. Brand image and brand loyalty are to be taken in to account as one who maintains profit in the firm. Various issues remain unsolved in brand loyalty and brand images

especially when marketing FMCGs in Vellore District. The researcher has suggested some measures to the firm to main brand loyalty and brand image. So that, in near future, a firm may be able to meet expected needs of the consumers of FMC Gs in Vellore District.

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