A STUDY ON BRAND LOYALTY OF CUSTOMER TO SELECT THE MILK BRAND WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

Brand loyalty is the tendency of consumers to continuously purchase one brand's products over another. Consumer behavior patterns demonstrate that consumers will continue to buy products from a company that has fostered a trusting relationship. Nowadays, almost all food items contain chemicals and so everyone is in a position to avoid chemicals for their good health. Milk takes an important place in everyone's diet irrespective of age, income or education.

A lot of brands of milk products are available in the market. But the consumers prefer a particular brand which is much affordable to them. The study aims to understand the consumers' brand loyalty towards variable milk and milk products from the respondents in Coimbatore using simple percentage, likert scale, rank analysis. Both primary and secondary data is used and sampling is collected from 120 respondents through convenient sampling method. The researchers have taken the packaged milk products of Aavin, Arokya, Aroma and Sakthi for the research. The main objective is to study the consumer behaviour and the factors influencing the brand, brand awareness, problems and level of satisfaction of the consumer in purchasing various brands of milk and milk products.

KEYWORDS-*Milk brand, Brand loyalty, Customer Simple percentage analysis, Likert scale analysis, Rank analysis.*

INTRODUCTION

Brand loyalty is defined as positive feelings towards a brand and dedication to purchase the same product or service repeatedly now and in the future from the same brand, regardless of a competitor's actions or changes in the environment. It can also be demonstrated with other behaviours such as positive word-of-mouth advocacy. Brand loyalty is where an individual buys products from the same manufacturer repeatedly rather than from other suppliers. Businesses whose financial and ethical values, for example ESG responsibilities, rest in large part on their brand loyalty are said to use the loyalty business model.

STATEMENT OF PROBLEM

Nowadays, almost all food items contain chemicals and so everyone is in a position to avoid chemicals for their good health. Milk takes an important place in everyone's diet irrespective of age, income or education. So people prefer quality milk for their family health and also it is convenient for storage and cost effective. A company should differentiate its brand very clearly from other brands. It is very important for the company's success. When the perceived value of consumers is positive and satisfied with the product quality, they are ready to give more price for their preferred brand. This study attempts to identify the

factors that affect brand loyalty of aavin,arokya,aroma and sakhi milk consumers and also observe the behavior of loyal consumers.

SCOPE OF THE STUDY
A lot of brands of milk products are available in the market. But the consumers prefer a particular brand which is much affordable to them. In the modern business world, due to the development of science and technology, many new brands have been introduced in the market every year. Measures of brand preference attempt to quantify the impact of marketing activities in the hearts and minds of customers and potential customers. Higher brand preference usually indicates more revenues (sales) and profit, also making it an indicator of company financial performance. The study aims to understand the consumers' brand loyalty towards variable milk products from the respondents of in Coimbatore. The researchers have taken the packaged milk products of Aavin, Arokya, Aroma and Sakthi for the research.

OBJECTIVE OF THE STUDY
- To study the consumer behaviour towards selected particular brands of milk and milk products.
- To identify the factors influencing the brand of the consumer.
- To identify the brand awareness, problems and level of satisfaction of the respondents in purchasing of various brands of milk and milk products.

RESEARCH METHODOLOGY
SOURCE OF DATA
The study includes both primary and secondary data.
- Primary data respondents concerned and collected by using predefined questionnaire
- Secondary data is collected from the various articles, journals and websites.

SAMPLE DESIGN
The sample design used to collect data from the respondent is convenient sampling.

SAMPLE SIZE
The sample size which take for the study is 120.

TOOLS USED FOR DATA ANALYSIS
- Simple Percentage Analysis
- Ranking Correction
- Likert Scale Analysis

LIMITATION OF THE STUDY
- The study is carried out on a certain period and hence it is influenced by prevailing factors during the period
- The data is collected only from Coimbatore city
- Limited tools has been used to interpret the data collected

REVIEW OF LITERATURE
Dhananjay Bapat et.al (2016), This study examined the relation between brand experience and brand evaluations and studied how brand evaluations influence brand loyalty. The study from the Indian contest would benefit both academia and marketing managers. Future researchers can test the model for the specific set of products/service categories and specific set of customers. Researchers can also explore the relation among various brand experience dimensions and other brand constructs. Based on the study, it is suggested that brand managers place emphasis on affective cognitive brand experience as it influences overall brand evaluation.

N.Elangovan, et.al (2015), The study elaborated how individuals makes decision to spend their available resources (time, money, effort) on consumption related items. Consumers lifestyles are influenced by numbers of factors. Like culture, subculture, values, demographic factors, social status, reference group, household and also the internal makeup of the consumers, which are emotions, personality motives of buying, perception and learning. Consumers are also influenced by the marketing activities. The researchers suggested to arrange standard discount rate, credit facility, more festival season offers, periodical market research and more refrigerator facility.

Kameswara Rao Poranki (2015), The researcher of this paper focuses on the brand preference and its linkage to customer satisfaction by considering the various aspects of Customer Satisfaction of branded Milk in India. The research has found out the Customer satisfaction through brand preferences of the consumers of the Nandini Shubham Milk. The piece of research is concluded that the customers of the Bangalore City of India are satisfied with the Nandini Shubham Milk and they still needs good offers and discounts as well as quality product in future days. The Nandini Shubham Milk is a good product it can fulfill the requirement or expectation of the customers in their mind. Due to non-availability of this brand in many places, the customers are unable to buy even though it is good according to them. Therefore, the company has to focus on better distribution channels to cover various parts of Bangalore, India.

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DATA ANALYSIS AND INTERPRETATION

In this chapter the analysis and interpretation of the "A Study on impact of celebrity advertisements in the sales promotion of Reliance trends (With special reference to Coimbatore city)", is presented based on the opinion of sample of 120 respondents selected from Coimbatore city through a questionnaire containing 20 questions were analysed through

Simple percentage analysis
Likert scale
Rank analysis

SIMPLE PERCENTAGE METHOD

Simple percentage analysis is carried out for most of all questions given in the questionnaire. This analysis describes the classification of respondents failing each category. The percentage analysis is mainly used for standardization and comparisons are support with the analysis.

FORMULA

Percentage = Number of respondents / Total respondents x 100

TABLE 1
TABLE SHOWING GENDER OF THE RESPONDENTS

S. NO.	GENDER	NO. OF RESPONDENTS	PERCENTAGE
1	Male	60	50
2	Female	60	50
	TOTAL	**120**	**100**

(Source: Primary data)

INTERPRETATION

The above table shows that 50% of the respondents are Male and 50% of respondents are Female

INTERFACE

Majority, 50% of the respondents are Male and 50% of the respondents are Female.

LIKERT SCALE ANALYSIS

A LIKERT SACLE is a psychometric scale commonly used in research employing questionnaires.

Self- reporting is the most widely used approach to scaling responses in survey research. The term is often used inter changeably wit rating scale, or more accurately the LIKERT- TYPE SCALE, even though the two are not anonymous. The scale is named after its inventor, psychologist Rensislikert. Likert distinguished between a scale proper, which emerges from collective responses to set pf items, and the format in which responses are scored along a range. Technically speaking a Likert scale refers only to the former.

When responding to a Likert questionnaire item, respondents specify their level of agreement or disagreement on a systematic agrees- disagrees scale for a series of statements. Thus, the range captures the intensity of their feelings for a given item.

FORMULA

Likert Scale = $\sum(fx)$ / Total number of respondents

f   = Number of respondents
(fx)   = Total score

MID- VALUE

Mid- value indicates the middle most value of Likert scale.

TABLE 2
TABLE SHOWS THE LEVEL OF SATISFACTION OF THE FEATURES IN MILK BRANDS (TASTE)

S. NO	FACTORS	NO. OF RESPONDENTS	LIKERT SACLE VALUES(x)	TOTAL
1	Highly satisfied	54	5	270
2	Satisfied	49	4	196
3	Neutral	14	3	42
4	Dissatisfied	0	2	0
5	Highly Dissatisfied	3	1	3
	TOTAL	**120**		**511**

(Source: Primary data)

Likert scale = $\sum$(fx) / Total number of respondents
$$= 511/120$$
$$= 4.2$$

INTERPRETATION
Likert scale value 4.2 which is greater than the mid value 3, so the customers are satisfied with the taste of the milk.

RANK ANALYSIS
A rank analysis is any of several statistics that measure an ordinal association, the relationship between ranking of different ordinal variables or different ranking of the same variables, where a "ranking" is the assignment of the labels "first", "second", "third", etc to different observation of a particular variable. A rank analysis measures of similarity between two rankings, and can be used to assess the significance of the relation between them. It is not necessarily a total order of object because two different objects can have the same ranking. The rankings themselves are totally ordered.

TABLE 3
TABLE SHOWS THE FACTORS OF THE MILK BRAND

S.N0	PARTICULARS	1	2	3	4	5	6	7	8	TOTAL SCORE	RANK
1	Quality	44(8) 352	18(7) 126	10(6) 60	20(5) 55	5(4) 20	6(3) 18	5(2) 10	12(1) 12	653	1
2	Taste	14(8) 112	30(7) 210	21(6) 126	5(5) 25	17(4) 68	6(3) 18	10(2) 20	17(1) 17	596	2
3	Packing	12(8) 96	15(7) 105	33(6) 198	13(5) 65	13(4) 52	6(3) 18	12(2) 24	16(1) 16	574	4
4	Convenience	16(8) 128	13(7) 91	20(6) 120	15(5) 75	15(4) 60	17(3) 51	10(2) 20	14(1) 14	559	5
5	Quantity	14(8) 112	20(7) 140	21(6) 126	20(5) 100	5(4) 20	15(3) 45	13(2) 26	12(1) 12	581	3
6	Freshness	15(8) 120	16(7) 112	20(6) 120	11(5) 55	8(4) 32	15(3) 45	22(2) 44	13(1) 13	541	7
7	Home delivery	12(8) 96	15(7) 105	22(6) 132	13(5) 65	14(4) 56	10(3) 30	8(2) 16	20(1) 20	520	8
8	Price	15(8) 120	14(7) 98	16(6) 96	18(5) 90	17(4) 68	8(3) 24	19(2) 38	13(1) 13	547	6

(Source: Primary data)

INTERPRETATION
The above table shows that the Quality is rank 1, taste is rank 2, Quantity is rank 3, Packing is rank 4, Convenience is rank 5, Price is rank 6, Freshness is rank 7, Homedelivery is rank 8.

INTERFACE
Quality is ranked 1 based on the respondents ranking towards the factors of the milk brand.

FINDINGS, SUGGESTIONS AND CONCLUSION
FINDINGS
SIMPLE PERCENTAGE
o   Majority, 50% of the respondents are Male and 50% of the respondents are Female.
o   Majority, 47% of the respondents are 21- 30 years.
o   Majority, 73% of the respondents are Undergraduates.
o   Majority, 80% of the respondents are Unmarried.
o   Majority, 48% of the respondents are Private Employees.
o   Majority, 38% of the respondents are earning Rs 10,000 – Rs 20,000.
o   Majority, 38% of the respondents are Nuclear family.
o   Majority, 47% of the respondents are aware of the milk brand for more than 4 years.
o   Majority, 39% of the respondents came to know about the milk brand by Advertisements.
o   Majority, 33% of the respondents of the use Aavin milk brand
o   Majority, 39% of the respondents prefer Aavin.
o   Majority, 41% of the respondents visit Occasionally.
o   Majority,42% of the respondents consume below 1 liter of milk.
o   Majority,39% of the respondents says Easy availability.
o   Majority, 33% of the respondents are using the present milk brand for above 4 tears.
o   Majority, 46% of the respondents like Organised retail shops
o   Majority, 35% of the respondents continue the same.

LIKERT SCALE
•   Likert scale value 4.2 which is greater than the mid value 3, so the customers are satisfied with the taste of the milk.
•   Likert scale value 3.5 which is greater than the mid value 3, so the customers are satisfied with the quality.
•   Likert scale value 3.5 which is equal to the the mid value 3, so the customers are neutral about the price.
•   Likert scale value 3.6 which is greater than the mid value 3, so the customers are satisfied with the package.
•   Likert scale value 3.6 which is greater than the mid value 3, so the customers are satisfied with the availability of the milk brands.
•   Likert scale value 3.6 which is greater than the mid value 3, so the respondents are satisfied with the product range.
•   Likert scale value 3.7 which is greater than mid value 3, so the customers are satisfied with the purchase experience.

RANK ANALYSIS
Quality is ranked 1 based on the respondents ranking towards the factors of the milk brand.

SUGGESTIONS
The respondent suggested to improve the freshness of milk.
Home delivery service can be increased.
Adulteration must be avoided.
Advertisement through various medias can make the customer to recall all the milk brand.

CONCLUSION
Milk is an essential thing that every person including infants and adults prefer. Though vendor milk had acquired the qualities of healthy ,tasty, etc. people in Coimbatore mostly prefer branded milk based on availability, quality, etc. Mostly the branded milk products like Aavin, Arokya, Aroma and Sakthi had attracted the consumers buying behaviour. The Study analysed the problems faced by the consumers in the usage of different brands of milk and found the reasons for switching from one brand to other brand of milk. The future scope for this study could be increasing the brand loyalty of milk Coimbatore.

REFERANCE
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