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# A STUDY ON BRAND LOYALTY OF VCARE PRODUCTS AT VELLORE CITY

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## ABSTRACT

*Brand loyalty has become a truism in trademark discourse. Consumers tend to formulate their purchasing decisions by the power of consumption momentum. That is to say they buy that they have already bought in the past and opt for the brands that they have already had a positive experience. Brand loyalty creates long term relationship between customer and brand. A brand needs to offer competitive marketing mix that is regarded to the customers as better than competitor competing in the same industry and that mix influences customers to get to that particular firm. The main purpose of this study is to know loyalty towards VCare brand.*

*The population for the study was customers of Vcare, the sample was selected based on non-probabilistic convenience sampling, and first hand data collected through questionnaire, and the sample size for the project was 100. Different statistical analysis such as Cronbach's Alpha, correlation and Chi-square test was used. The statistical software used for this project was SPSS 17.0 version.*

**KEY WORDS:** brand loyalty, consumption momentum

## I. INTRODUCTION

Successful brands live in the hearts and minds of the consumer. A brand is been defined as, "an identifiable product, service, person or place, augmented in such a way that the buyer or user perceives relevant unique added values that match their needs most closely." (Freire and Caldwell, 2004) Brands have a social and emotional value for the users. Today's consumers are going for brands which involves big name, trendy looks and style. The market is now dominated by brands which the people in the earlier days would not have thought of because of the prices and their mind set. The kind of fierce brand loyalty that consumers have today for their respective brands is commendable. Consumers with increasing

financial power has a greater discretionary income and utilizes it to satisfy wants that have gone beyond these to include holidays abroad, personal vehicles, electronic goods etc.

It is important that the values and images associated with the brand are clearly identified by the organization, regularly checked "to determine whether they are (still) relevant and consistently portrayed at every touch point with the consumer. It is vital that the company of the brand understand what the consumers' wants and needs are and that they are able to anticipate what they will be in the future. Smart organizations understand how important it is to create an emotional link between brands and consumers, and even form relationships with them, in order to create a situation of

loyal consumers rather than just satisfied consumers. The purpose of this research report is to perform a brand audit in order to measure the brand image of the corporate Vcare. This will prove to be valuable information for Vcare as it will inform them as to whether or not their current brand positioning is aligned with what the consumer desires, and through uncovering the current brand image profile and also helps to know about the consumer’s awareness about Vcare products.

**II. LITERATURE REVIEW**

**Cunningham (1956)** identified three definitions of brand loyalty comprising; customers lost and gained over specific time periods; time sequences of individual purchases and share of the market (Smith).

**Antouridis & Trivellas (2010)** claim that brand loyalty “Loyalty has both attitudinal and behavioural elements, and it is determined by the strength of the relationship between relative attitude and repeat patronage”.

**Gurbuz (2008)** Brand loyalty expected to occur when perceived quality has been judged favourably According to him when the customer perceived the brand has high quality, they will develop brand loyalty. He also states that perceived quality is the main driver of brand loyalty and a positive quality evaluation as a construct that maintains behavioural intentions.

**III.OBJECTIVE OF THE STUDY**

1. To identify the various factors which influence the brand awareness towards Vcare products.
2. To measure the brand awareness and brand loyalty of Vcare products at Vellore city.
3. To determine the brand image, perceptions, attitudes and behaviour of the target audience with regard to the corporate Vcare brand as well as the products and personality of the Vcare.
4. To measure the value drivers for the target audience when purchasing cosmetic, hair and body products.

5. To know the impact of brand awareness in sales improvement of Vcare products.

**IV. SCOPE OF THE STUDY**

- In today’s competitive business scenario every company’s product is competing with each other.
- Retaining loyal customers is an essence for which increasing the level of brand awareness is very vital. The study not only concerned with brand awareness but also deals with the repeat purchase behaviour of the customers.
- This study helps to find the impact of the brand names among customers with reference to Vcare products and also lead to know how far people are aware and attracted towards the brand name of particular product, the satisfaction level of the customers in different ways towards the branded products, can be studied through this project, which helps to find the relationship between the quality of the product and its brand name.

**V. RESEARCH METHODOLOGY**

- **Type Of Research:** Descriptive research design
- **Sampling Design :** Convenient sampling
- **Sample Population:** customers from Vcare ,Vellore
- **Sampling Size :** 100
- **Data Collection :** Primary and Secondary data

**STATISTICAL TOOL**

1. Percentage analysis
2. Reliability Statistics
3. Chi-square
4. Correlation

**VI. DATA ANALYSIS AND INTERPRETATION**

**Table No.1-Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.988	.991	8

- Cronbach's Alpha value of 18 items are  $\alpha=0.991$ . This value is excellent and highly accepted. It clearly shows that, 8 items are highly reliable and internally consistent.

**Table No.2-Chi-Square Comparison Age of the Respondents and Satisfaction Level towards VCare Products:**

**Null hypothesis H<sub>0</sub>:**

There is no significant difference between satisfaction levels towards Vcare product based on age of the respondents.

**Alternative hypothesis H<sub>1</sub>:**

There is a significant difference between satisfaction levels towards Vcare products based on age of the respondents.

Description		Satisfaction level towards vcare products				Total
		highly satisfied	satisfied	partially satisfied	dissatisfied	
Age of the respondents	18-24	20	0	0	0	20
	25-30	30	10	0	0	40
	31-35	0	20	10	0	30
	above 35	0	0	0	10	10
Total		50	30	10	10	100

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	171.111 <sup>a</sup>	9	.000
Likelihood Ratio	150.479	9	.000
Linear-by-Linear Association	73.537	1	.000
N of Valid Cases	100		
a. 9 cells (56.3%) have expected count less than 5. The minimum expected count is 1.00.			

**RESULT:**

P value = .000 lesser than the 0.05 hence H<sub>1</sub> is accepted. Therefore there is significant difference between these satisfaction levels towards Vcare products based on age of the respondents.

**CORRELATION RELATIONSHIP BETWEEN BRAND RISK BASED ON RESPONDENTS GENDER**

**Null hypothesis (H<sub>0</sub>)**

There is no relationship between gender of the respondents and brand risk.

**Alternate hypothesis (H<sub>1</sub>)**

There is a relationship between gender of the respondents and brand risk.

		<b>Gender of the respondents</b>	<b>Brand avoids risk</b>
Gender of the respondents	Pearson Correlation	1	.540**
	Sig. (2-tailed)		.000
	N	100	100
Brand avoids risk	Pearson Correlation	.540**	1
	Sig. (2-tailed)	.000	
	N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).			

**RESULT**

P value = .000 lesser than the 0.05 hence H<sub>1</sub> is accepted. There is a significant difference between brand risks based on gender of the respondent.

**SUGESSTION**

- 1) To improvise the brand of the product as per the preference of the customer.
- 2) The customers felt that the product should be available in all the outlets so that they can purchase when ever required.
- 3) To concentrate more on promotion of the product as most of the customers are not aware of the Vcare.
- 4) To increase its service by using latest technology in order to create the demand.
- 5) The organization must also concentrate on better marketing strategies.

**CONCLUSION**

The consumer brand loyalty is apparently decreasing in recent times, attributed to several factors, viz., sophisticated advertising appeals and heavy media support, similarity of products in form, content, price, communication, sales promotion tactics of mass displays, coupons, and price specials that appeal to consumer impulse buying, general fickle mindedness of consumers in buying behaviour, growth of new products competing for shelf space and consumer attention. The reason for variation in the degree of brand loyalty is an important area of study in the vast understanding of consumer behaviour. These differences in brand loyalty are affected by demographic factors and studying the significance of demographic factors in determining brand loyalty may help the marketers in redesigning the marketing strategy to increase brand loyalty for their products which has several benefits to the marketers and the organizations.

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