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**IMPACT OF BRAND LOYALTY ON RETAIL BUYING BEHAVIOUR IN
HYDERABAD**

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ABSTRACT

Brand loyalty is the consumer's emotionally -charged decision to purchase a specific brand again and again. Recent studies focused on loyalty concept in goods as well as services sector. Of late brand loyalty is receiving a great deal of attention in corporate retailing sector. So there is a need for introducing comprehensive brand loyalty mode l for this retail sector. The present study is taken up with an objective to measure the opinion on the antecedents of brand loyalty such as product quality, price, purchase decision, perceived quality, store environment and design; to assess the customer satisfaction; and to suggest specific steps to improve brand loyalty towards retail shops in Hyderabad and through the judgment sampling method, and 450 samples are considered to pool up the opinions by convenience sampling through a well structured questionnaire. The research results showed that there is a significant involvement between factors of brand loyalty (product quality, price, assortments, service quality and offers) with Shoppers Stop brand loyalty. It all so throws light on the fact to increase brand loyalty Shoppers Stop must focus on the assortments available at the stores and the kind of seasonal offers. The paper concludes highlighting multi brands apparel stores to incorporate these key attributes (product quality, price, assortments, service quality and offers) in practice in order to serve and attract more customers and increase brand equity.

KEYWORDS: Quality, Price, Durability, Brand, Awareness.

INTRODUCTION

The Indian Retail sector has been able to capture the world's attention in the past few years. Being one of the most lucrative retail destination for the past three four years, it had retail giants like Wal-Mart, Carrefour and Tesco sizing up the potential partners and waiting to enter the fray. India's retail growth is largely driven by the increasing disposal incomes, favorable demographics, changing lifestyles, growth of middle class segment and a high potential for penetration into urban and rural market. But with ongoing financial crisis there has been a significant credit squeeze, low operating cost and low customer satisfaction.

India's retail market is expected to cross 1.3 trillion USD by 2020 from the current market size of 500 billion USD (FICCI, 2012). Modern retail with a penetration of only 5% is expected to grow about six times from the current 27 billion USD to 220 billion USD, across all categories and segments (FICCI, 2012). There are many major players in Indian retail market like Pantaloons retail, Shoppers Stop, Lifestyle, Reliance retail, Tata Trent etc ., which have gain popularity in due course of times. Some players like Pantaloons, Tata Trent are well known for their in house brands while the others like Shoppers Stop, Lifestyle etc are the house for international and domestic brands. In the highly competitive market to increase the share these retail giants are building on to increase the brand loyalty in the existing as well as potential customers.

LITERATURE

Lau et al; (2006)he mentioned in his editorial that there are numerous factors which influenced consumers "brand loyalty towards a particular brand . The factors are; brand name, product quality, price, promotion and service-quality. These studies will significantly look at product quality as a feature that influences brand loyalty. Duff (2007),A research conducted by Duff "expressed the niche market in women's cosmetics, and the outcomes explored that cosmetics buyers were faltering, more fashion aware and the customers were demanding for the products which are more attractive and new designed; furthermore, consumers have an inclination to use special makeup designs for different occasions". Andotra, Neetu, Pooja (2009),The paper through the usage of canonical discriminated function, K-means clustering procedure and multidimensional scaling technique, measures the nature and extent of customer

dissonance across demographic groups, clusters, and 14 brand stimuli for operationalization of existing pattern of preference and accordingly redesigning the existing bundle of brand stimuli for strategic orientation of retailers selling SSI products. Lovelock (2010) indicated that store's environment is also one of the features that might play a vital role in consumer's decision -making. On the other hand there are some of features that influence the customer assessment and satisfaction with a specific brand. The characteristics are shoppers, salespeople, store environment, noises, smells, temperature, and displays, symbols, colors and commodities. Jain Susmit (2011) says the consumer decision processes depend on the consumer behavior. Consumers are often studied because certain decisions are significantly affected by their behavior or expected actions. The research focuses on examining the impact of Jaipur consumers demographic variables in various types of organized food and grocery retail formats (convenient, supermarket, and hypermarket) and exploring the drivers of customer satisfaction and loyalty in Jaipur retail supermarkets. Srivastava (2012) research project deals with the marketing strategies that are to be followed by retailers in the retail stores located in malls. The purpose of the study is to learn about the customer profiling and learning, the market placement of MAX as a brand and various competitors existing in the market. The effect of customers and the competitors on the marketing strategies adopted by the store has been studied. Further, the study deals with the various marketing strategies adopted by these retail stores which includes, tie-ups with other brands, mall branding and other promotional offers to attract the customers and improve the competitiveness.

OBJECTIVES

1. To study the impact of demographic factors on consumers' preferences of various brands in emerging retail formats.
2. To know various Brand related factors Impact on consumer buying behavior in retail outlets.
3. To study retail shops customer services impact on retail outlet performance.

Hypothesis:

H₀₁: There is no significant association between education and their opinions on prefer those brands advertised by celebrities.

H₀₁: There is no significant association between education and their opinions love to recommend the brand to their friends.

H₀₃: There is no significant association between education and their opinions on fashionable styling importance.

Sample:

The sample of 450 consumers contains the frequent buyers /visitors of retail outlets and shopping malls in Hyderabad city.

H₀₁: There is no significant association between education and their opinions on prefer those brands advertised by celebrities.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.977 ^a	12	.116
a. 2 cells (10.0%) have expected count less than 5. The minimum expected count is 1.93.			

From the above table chi square is not significant (sig. value is > 0.05), no evidence to reject null hypothesis. It means that there is no significant association between education and their opinions on prefer those brands advertised by celebrities. It means opinions on prefer those brands advertised by celebrities is independent on education.

H₀₂: There is no significant association between education and their opinions love to recommend the brand to their friends.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.373 ^a	12	.222

a. 5 cells (25.0%) have expected count less than 5. The minimum expected count is 1.36.

From the above table chi square is not significant (sig. value is > 0.05), no evidence to reject null hypothesis. It means that there is no significant association between education and their opinions on love to recommend the brand to their friends. It means opinions on love to recommend the brand to their friends are independent on education.

H₀₃: There is no significant association between education and their opinions on fashionable styling importance.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.395 ^a	12	.004
a. 4 cells (20.0%) have expected count less than 5. The minimum expected count is .84.			

From the above table chi square is not significant (sig. value is < 0.05), **reject null hypothesis**. It means that there is no significant association between education and their opinions on fashionable styling importance. It means opinions on fashionable styling importance are independent on education.

Factor(Brand Loyalty)

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.826
Bartlett's Test of Sphericity	Approx. Chi-Square	1159.683
	df	36
	Sig.	.000

Factor Analysis is a data reduction technique. It also helps in structure detection among the variables and further helps in studying the underlying crucial factors that cause the maximum variation. Before we proceed for factor analysis first the researcher tested the eligibility of the data by checking KMO- Bartlett's test which is a measure of sampling adequacy. The KMO value is 0.826 > 0.5(indicates meritorious).

Since the first factor in the ROTATED COMPONENT MATRIX is heavily loaded with freedom in choosing brands. Factor loading Values of 0.798. This is the highest in the first column. The first factor represents freedom in choosing brands.

The second factor is heavily loaded with Ambiance of the store (0.778) and two factors can be interpreted based on their factor loading values. The final list of 02 factors which collectively account for 56.07 % of the variance in the data is shown below

S. NO	FACTOR NAME	FACTOR LOADING VALUE
1	Freedom in choosing brands.	0.798
2	Ambiance of the store	0.778

REGRESSION

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.446 ^a	.199	.191	.923

a. Predictors: (Constant), 10I take decision myself about the products while purchasing without any references, 2. I will search information from various sources before buying., 9. I always check the lifetime of the products before I buy , 4. I will select the best product or brand among the alternatives

R: represents the multiple correlation coefficients with a range lies between -1 and +1. Since the R value of 0.446 it means dependent variable prefer to buy products which has good brand image in the market has a positive relationship with independent variables search information.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.140	.264		4.311	.000
	2. I will search information from various sources before buying	.198	.053	.175	3.761	.000
	4. I will select the best product or brand among the alternatives	.299	.049	.289	6.157	.000
	9. I always check the lifetime of the products before I buy	.121	.046	.123	2.624	.009
	10I take decision myself about the products while purchasing without any references	.046	.036	.056	1.272	.204

a. Dependent Variable: 7. I will prefer to buy the products which has good brand image in the market

The model coefficients are used to construct the regression lines, the low sig. value of < 0.05 of the variables Search information from various sources before buying, select the best product or brand among the alternatives, always check the lifetime of the products before buy have strong impact on dependent variable. The high significant value of > 0.05 of the variable take decision myself about the products while purchasing without any references has less impact on dependent variable(prefer to buy products which has good brand image in the market)From the above table the required regression line is

Prefer to buy products which has good brand image in the market = 1.140 + 0.198(search information from various sources before buying) + 0.299(select the best product or brand among the alternatives) + 0.121(always check the lifetime of the products before I buy) + 0.046(take decision myself about the products while purchasing without any references)

DISCUSSIONS OF RESULT

The study reveals that most of the respondents (56%) are recognize brand with respect to durable and non durable goods purchase in shopping malls. Some of them noticed to concern floor in charge regarding non availability of brands. The consumers are not agreed with the searching of information for goods in shopping malls, this is a replica of consumer trust on malls for maintain good quality products in both durable and non durable case. Almost all customer agreed that they will compare and contrast various brands by all means i.e quality, quantity (offers), cost etc..

Based on Brand loyalty only, some of the malls are sustaining ini Hyderabad especially Hyderabad Central and In orbit mall etc.. which is care of address for maintain of such reputed brands in the city. The same resembled in the respondents mind that malls are making youth as brand slaves. The people visiting frequently and some are impulse

buyers for the name of some brands. The respondents are recommending and loving most of the world class brands. In this journey nobody is care about price fluctuations. As per ranking of various facilities by shopping malls most of them (77%) rated variety of brands followed by (59%) comfortableness and third (51%) near to house. And other preferences like store reputation, all product availability , east to shop etc..

The findings revealed that product quality plays a significant role in influencing consumers to be brand loyal customers. Interestingly, it is noted that this factor of product quality also plays a vital role places like Bangalore. Additionally, the overall findings of this study also show that amongst others super markets prefer product quality, price, and purchase decision, perceived quality, store environment and design as relevant factors attributable to brand loyalty.

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