

**A STUDY ON BRAND LOYALTY OF CONSUMER
BEHAVIOUR AMONG YOUTH IN ERANAKULAM CITY**

Dissertation submitted to

MAHATMA GANDHI UNIVERSITY, KOTTAYAM

In partial fulfilment of requirement for the

Degree of Bachelor of Commerce (Travel & Tourism)

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BONAFIDE CERTIFICATE

This is to certify that the project "**A STUDY ON BRAND LOYALTY OF CONSUMER BEHAVIOUR AMONG YOUTH IN ERANAKULAM CITY**" is a work done by **RAVEENA PS (200021065332), MEGHA SAJO (200021065324), ANSIL TM (200021065311)** in partial fulfilment of the requirement for the degree of **Bachelor of Commerce** under my guidance and supervision. It is further certifying that this dissertation or part thereof has not been submitted elsewhere for any other degree.

Place: Thrikkakara

Date:

Asst.Prof.DEEPTHI LAJU
(Project Guide)

DECLARATION

We further declare that this work has not formed the basis for the award of any academic qualification, fellowship or other similar title of any other university or board.

We **RAVEENA PS, MEGHA SAJO and ANSIL TM**, hereby declare that the project entitled '**A STUDY ON BRAND LOYALTY OF CONSUMER BEHAVIOUR AMONG YOUTH IN ERANAKULAM CITY**' is recorded of work done by us under the guidance of Mrs. DEEPTHI LAIJU Assistant professor of department of TRAVEL AND TOURISM MANAGEMENT BHARAT Mata College Thrikkakara and is submitted to Mahatma Gandhi University, in partial fulfilment of the requirement for the award of degree of Bachelor of commerce.

RAVEENA PS

MEGHA SAJO

ANSIL TM

ACKNOWLEDGEMENT

Success of any work is usually based on the contribution made by various personalities. We take this opportunity to express our sincere thanks to those helping hands whole heartedly. We thankful to the GOD ALMIGHTY without his grace nothing could have been possible.

We express profound gratitude to our Principal Dr. JOHNSON K.M, Bharata Mata College, for her meticulous guidance and constant encouragement throughout our project.

We are grateful to Prof. DEEPTHI LAIJU , Assistant, our guide for this study, who guided us with her valuable suggestions. She was a source of inspiration for us to complete the study.

It is with great respect that we thank the staff members of Info park, Kakkanad for their help, advice and encouragement.

We bow down to our family members and well-wishers for their moral encouragement, immense patience and loving care, which gave the strength to pursue our goal with success..

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CHAPTER - 1
INTRODUCTION

INTRODUCTION

1.1 INTRODUCTION

Today your generation is very style and fashion orientation and try to represent as styles. Now a days of consumer behavior has completely redefined the fashion and life style of the young people. The advantage in the consumer behavior make the area to study about brand loyalty in products. Brand loyalty is one of the important area for the management to get a competitive benefits in the market. The study of which is popular and regularly used by young people. The main objective was to find out the factors of brand loyalty in consumers behavior in ERNAKULAM city. For data analysis the researcher has used the various statistics tools like percentage analysis and graph. The findings of the study indicate that most respondents are well educated, quality and smoothness of products are most important factor for brand loyalty.

1.2 STATEMENT OF THE PROBLEM

Consumer behavior in India is fast growing industry now a days. As compared to past decades need for products among youth is increasing day by day. This is because of the influence of certain factors like change in culture, different marketing strategies of cosmetic brand and concern for their beauty and personality. The increase in demand for cosmetic products paved way for study about the brand loyalty on certain cosmetic products among youth.

1.3 OBJECTIVE OF THE STUDY

- To understand the concept of brand loyalty
- To check how much of cost are required for advertising a brand product.
- To know whether there is increase in profit.
- To know how much of females and males uses the branded products

1.4 SCOPE OF THE STUDY

The study covers the consumer products of the ERNAKULAM City. The study does not cover the other city or other area of state. The functional scope of the study is the limited to brand loyalty for consumers product. It is specially focus on the youth.

1.5 SIGNIFICANCE OF THE STUDY

To study the brand loyalty for products among youth. The population of the study is youth who used consumer products. As per the nature of the study, the researcher has used convenience sampling methods for collection of samples. This study is mainly based on primary data. The success of a firm depends largely on its capability to attract consumer towards its brand. Brand loyalty also provide the firm with valuable time to respond to competitive moves. A highly satisfied customers talks favorable about the brand to others.

1.6 RESEARCH METHODOLOGY OF THE STUDY

The research is a quantitative study based on a descriptive approach. The pertinent information was collected through a huge number of variable among youth. A survey composed of 19 questions, developed by the researcher, has been used to gather data. The variable used in the survey were collected from similar, previous research Done in this area and some were developed by the observation. The first 4 Questions in the survey, deal with demographic issues such as the subject name, age, gender and residential area. All of the survey , thus the response rate was 100pec. Such a high response rate is rarely achieved, but in this case, every single survey was successful completed.

1.7 LIMITATIONS OF THE STUDY

- It may discourages the consumer from to try out other brand which may gives them larger utility and satisfaction.
- Bias of the respondent may effect the study.
- It is not easy to build up brand reputation and loyalty as quicker.

1.8 SCHEME OF THE REPORT

A Study on brand loyalty of consumer behavior among youth in ERNAKULAM city. This topic is based on the brand loyalty. How to attract the customer behavior. How to introduce the product. How often to make the products. Are etc.

CHAPTER - 2

LITERATURE REVIEW

2.1 REVIEW OF LITERATURE

Hamza Salim Kharaim (2011) analysed how factors of brand loyalty toward products influence the consumer buying behavior . The findings of this study disclose that there is positive and significant, relationship between factors of brand loyalty namely brand name, product quality, price, design, promotion service quality and store environment with brand loyalty.

Yousaf, Usman(2012) Tried to know the brand loyalty and affirmed that brand awareness, brand association, perceived quality and product knowledge are important to build brand loyalty. Result of this research indicates that there is a positive relationship between brand creditibility, brand loyalty, brand awareness, brand association, perceived quality, product knowledge (independent variables) and brand loyalty (dependent variable). It has also been concluded that the brand awareness has the highest impact on brand loyalty and other more products.

Sondoh jars,Stephen lethal(2007) examined the impact of brand image benefits on satisfaction and loyalty intention for colors products result revealed that the brand image benefits viz, functional, social, experimental and appearance enhanced are positively realated to overall satisfaction and loyalty intention is significantly influenced by functional and appearance enhance.

K.G.Sankarnaraynan & Nandakumar Mekoth (2014) Found significant difference between the usage and attitude of the cluster. This analysis resulted into the formation of three cluster viz. medium self- directed, heavy others-directed & occasional non- believers with varying characteristic . In addition, brand preference for body spray was found to vary by cluster and brand preference.

Oliver (1999) proposed four categories of consumer loyalty based on the assumption that the consumer first process information to form beliefs, use those beliefs as the basis for attitudes and then make behavior decision based on relative attitude strengths.

Colombo and Morrison(1989) developed the preference- behavior loyalty construct which is based on a simple changes in a brand switching model. The Colombo and Morrison model was derived from a classification of consumers as either hard core loyal or potential switchers. Thus, after any given purchase a consumer will either be sufficiently satisfied that he will consider no other brand s and automatically repurchase the last brand purchased, or he will consider alternative and have some probability of buying each. The simplifying assumption of the model is the hard core loyal do not switch.

Jones et al (2000) Explored a further aspect of customer loyalty identify as ‘cognitive loyalty’ which is seen as a higher order dimensions involving the customer conscious decision making process in the evaluation of alternative brand before a purchase is affected. One aspect of cognitive loyalty is switching re purchase intension which moved the discussion beyond satisfaction towards behavior analysis for segmentation and prediction purposes.

Anker & Keller (1990) argued that the loyalty is closely associated with the various factors, one of the main ones being the experience of use customer may be loyal owing to high switching barriers related to technical, economical or psychological factors, which makes it closely or difficult for the customer to change from another point of view, customer may also be loyal because they are satisfied with the brand and thus want to continue the relationship.

CHAPTER - 3
THEORETICAL FRAMEWORK

3.1 BRAND

Today's Market is characterized by cut-throat competition. This is mainly done by creating own brand in the market. Brand helps for developing favourably disposition towards the products of a particular company in terms of quality and uniqueness or performances brand is refers as “ identification of the company and its creates differentiation company products from the others competitors.

3.2 MEANING OF BRAND

A brand can be defined as a name, term, symbol or design or a combination or any other features which is identified by one sellers good or services from the other sellers good or services. Legally brand refers as trademarks. Brand is the medium by which consumers identify the good experience with specific product which is offered by the company. It is possible that consumer may forget the name of the company but the name of brand remains in the mind of the consumer.

3.3 DEFINITION OF BRAND

Brand is a Name given by the marker to a product or range of products, especially trademarks. It percentage of increased customers and market share which the brand become more helpful to business to make profit.

3.4 DEFINITION OF BRAND LOYALTY

According to Kotler and Keller”As the brand percentage of loyal customer goes up, market share increase and the brand becomes more profitable.” The American marketing association defined brand loyalty as the degree to which a consumer consistently purchase the same brand within product class.

3.5 CONSUMER BEHAVIOUR

Consumer behavior in the Marketing refers to the action and decision that is taken from people when the make during the purchase. It can be done from by reviewing the products use and its behaviors. Consumers psychology is very important field to study within marketing as it helps the business concerns to understand what type of products does consumers need according to their decision.

3.6 Meaning and definition of brand products

Brand products refers to a service or concept that is publicly distinguished from other products, services or concepts so that it can be easy to communicated and its usually marketed. Branding is the process of creating and disseminating the brand name, its qualities etc.

3.7 classification of consumer products

- Durable goods.
- Non durable goods
- Service goods.

3.9 PRODUCTS QUALITY

Product quality refers to how well a product satisfies customer and how they satisfied their need. It can be services that a company offers. Most of business concern evaluates the product quality because most of the people look the quality of the products as their main concern.

3.10 PRODUCTS DESIGN

Product design refers to the process where imaging , creating and iterating products according to peoples doubts. The key to successful product design is understand the end-user customer, the person for whom the product is being created. Product designers attempt to solve real problems for real people by using empathy and knowledge of their prospective customers' habits, behaviors etc.

3.11 PRODUCTS PLACEMENT

Product placement is a marketing technique in which a product or service is showcased in some form like tv shows, music videos, social media platforms etc. These products advertise in these types of media and make the people attracts it.

3.12 CONCEPT OF BRAND LOYALTY

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 Consumer may be in the habit of buying a particular brand without really thinking about why they do so. Continual purchase of a preferred brand may simply results because the brand is prominently stocked or frequently promoted. When consumer are confronted by a new or competitors provide compelling reasons to switch, their ties to the brand may be tested for the first time. The attachment a consumer has to a brand is a measure of brand loyalty.

3.13 BEHAVIOUR LOYALTY

This behavior is vitally important to business as it shows that people are buying from them on a regular basis. While it remains an important factor that needs to be studied, behavioral loyalty by itself cannot be used as a measure of someone's loyalty to a brand. Factors such as repeat site visit without purchase and extend of time spent at the e-commerce site have to be considered. The importance of satisfaction a customer in order to create behavioral loyalty is discussed extensively. A satisfying customer tends to be more loyal to a brand/ store over time than a customer whose purchase is caused by other reasons such as time restrictions and information deficits.

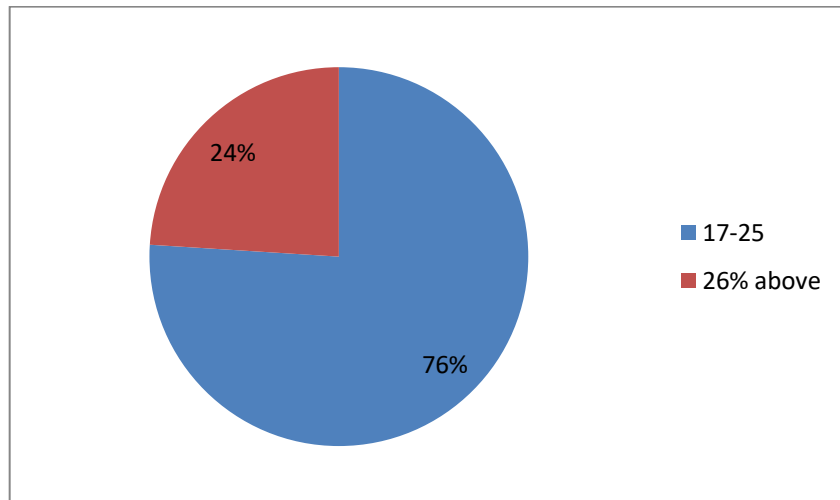
CHAPTER - 4
DATA ANALYSIS AND INTERPRETATION

TABLE 4.1

Table showing the age group of youth using products

Items	NO.OF RESPONDENTS	PERCENTAGE
Below 13	NIL	NIL
17-25	42	76
26% above	13	24
TOTAL	55	100%

CHART 4.1
AGE



INTERPRETATION

From the above chart most of the products used by between 17-25 and those below 13 above 25.

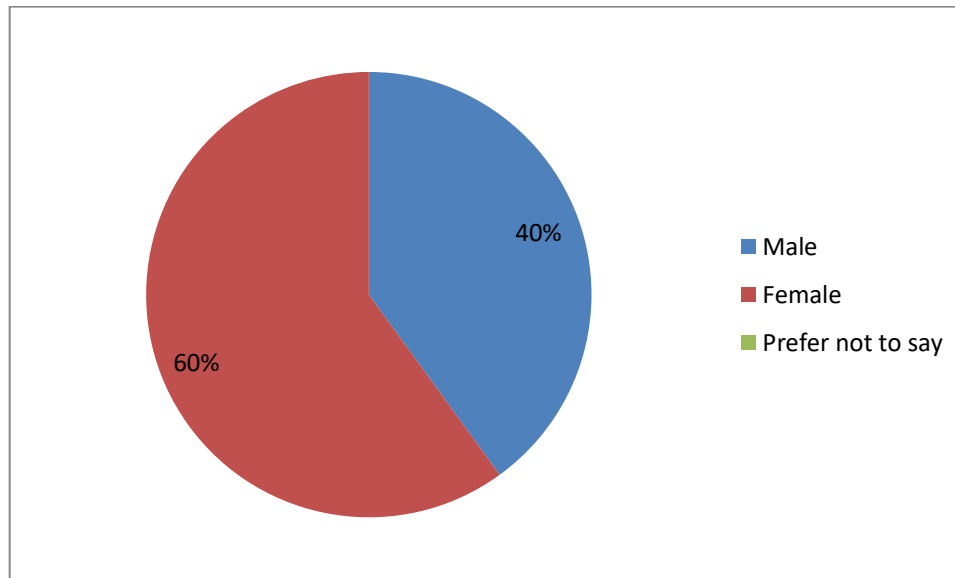
TABLE 4.2

Table showing the gender of people using products

Items	NO.OF RESPONDENTS	PERCENTAGE
Male	22	40
Female	33	60
Prefer not to say	NIL	NIL
TOTAL	55	100

CHART 4.2

Gender



INTERPRETATION

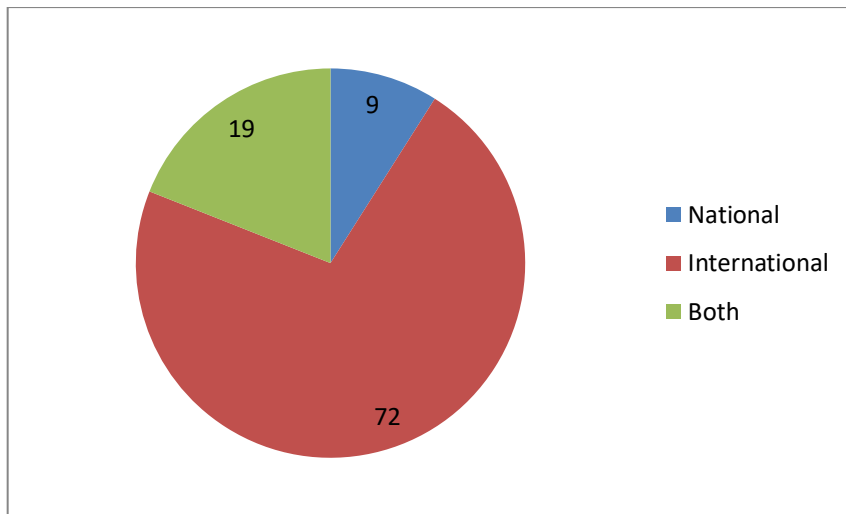
60% of females are use the product. Male uses are of 40%.

TABLE 4.3

Table showing residential area or location

Items	NO.OF RESPONDENTS	PERCENTAGE
Urban	33	60
Rural	9	16
Semi urban	13	24
TOTAL	55	100

CHART 4.3
LOCATION



INTERPRETATION – URBAN areas are more used by the product. Rural area are less by the product.

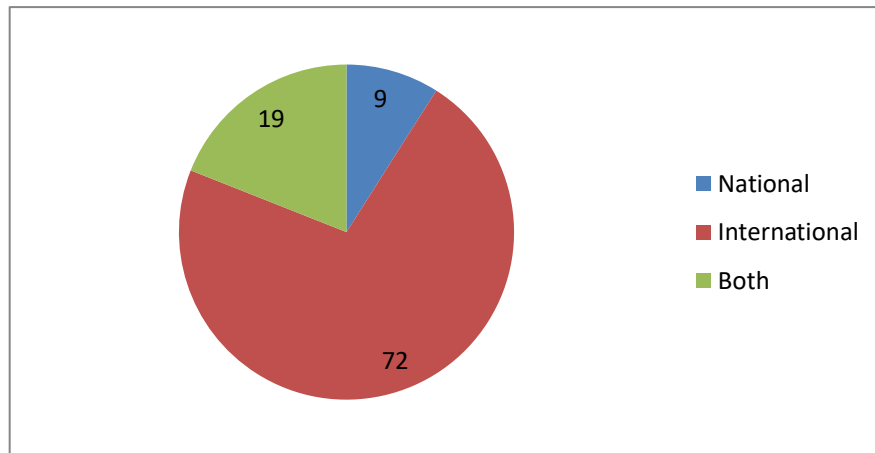
TABLE 4.4

Table showing the most preferred brand among youth

Items	NO.OF RESPONDENTS	PERCENTAGE
National	25	9
International	40	72
Both	11	19
TOTAL	55	100

CHART 4.4

Most preferred brand



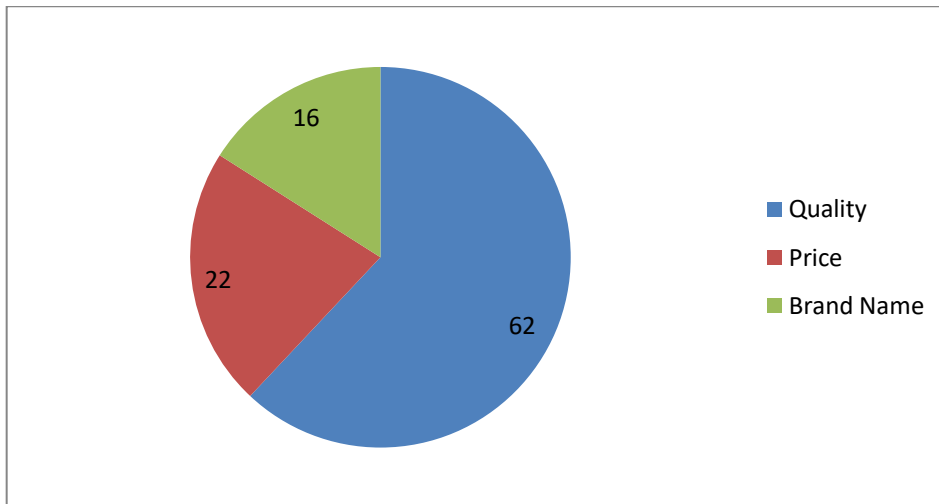
INTERPRETATION – 9% of national brand using products. 72% of use by the international.

TABLE 4.5

Table showing the factors that influence you in the preferring a particular brand.

Items	NO.OF RESPONDENTS	PERCENTAGE
Quality	34	62
Price	12	22
Brand Name	9	16
Availability	NIL	NIL
Total	55	100

CHART 4.5
Factors Influence



INTERPRETATION – The above chart shows that the quality is the factors that influence youth while preferring a particular product.

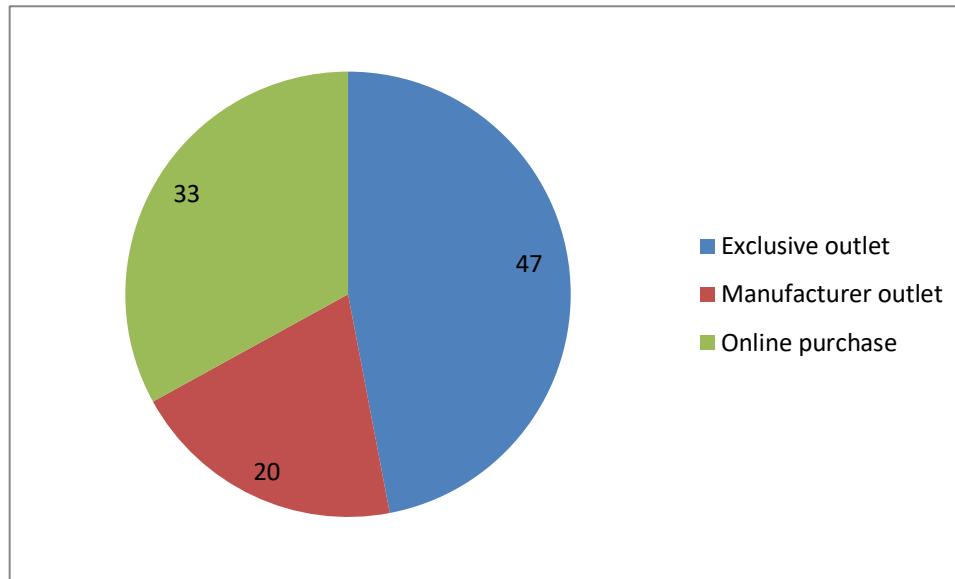
TABLE 4.6

Table showing outlet preferred for your purchase

Items	NO.OF RESPONDENTS	PERCENTAGE
Exclusive outlet	26	47
Manufacturer outlet	11	20
Online purchase	18	33
Total	55	100

CHART 4.6

Preferred Outlet



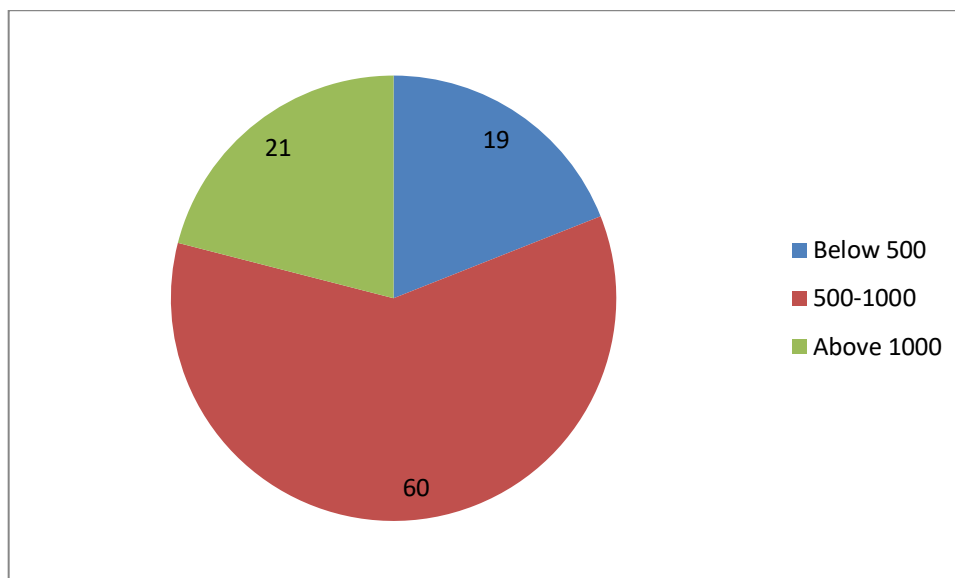
INTERPRETATION – As per the above chart it is clear that the most of the youth prefer exclusive outlet and only 20% prefer manufacturer outlet.

TABLE 4.7

Table showing how much you spend for monthly purchase band products.

Items	NO.OF RESPONDENTS	PERCENTAGE
Below 500	10	19
500-1000	33	60
Above 1000	12	21
TOTAL	55	100

CHART 4.7
MONEY SPEND



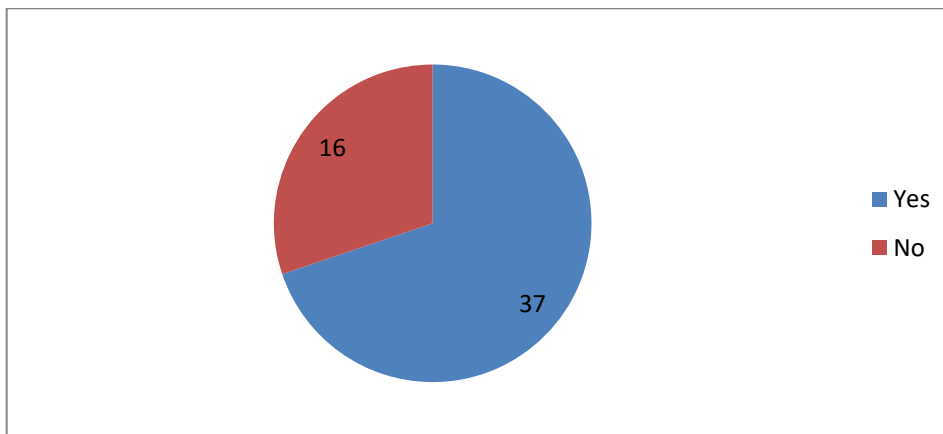
INTERPRETATION – From the above chart 500-100 of the youth product is 60%.

TABLE 4.8

Table showing whether advertisement plays any role in purchase of product.

Items	NO.OF RESPONDENTS	PERCENTAGE
Yes	20	37
No	9	16
May Be	26	47
TOTAL	55	100

CHART 4.8
Role of Advertising



INTERPRETATION – From the above chart it is clear that the advertisement play an important role in purchase of a product.

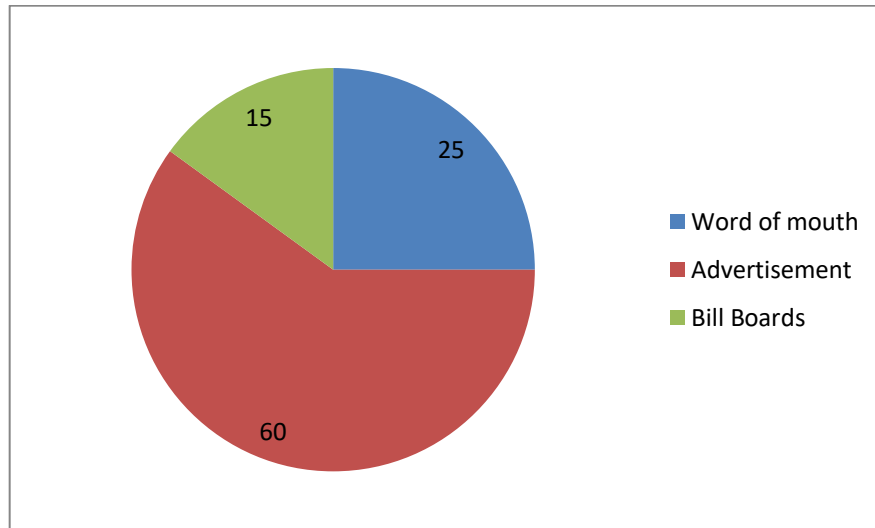
TABLE 4.9

Table showing how youth come across a particular brand.

Items	NO.OF RESPONDENTS	PERCENTAGE
Word of mouth	14	25
Advertisement	33	60
Bill Boards	8	15
TOTAL	55	100

CHART 4.9

Choosing a particular brand



INTERPRETATION – From the above chart it is clear that most of the youth come across a particular brand through advertisement.

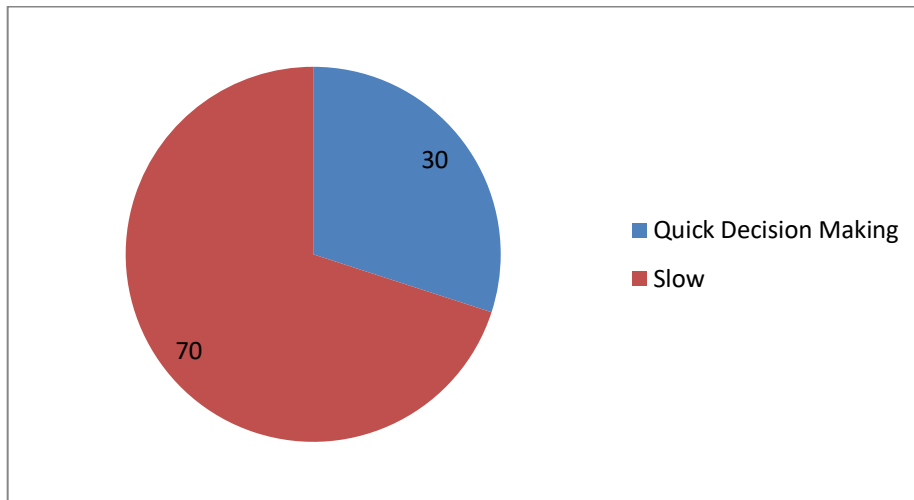
TABLE 4.10

Table showing Purchase Decision

Items	NO.OF RESPONDENTS	PERCENTAGE
Quick Decision Making	16	30
Slow	39	70
Total	55	100

CHART 4.10

PURCHASE DECISION



INTERPRETATION – From the above chart it is that 70% of the youth has slow decision.

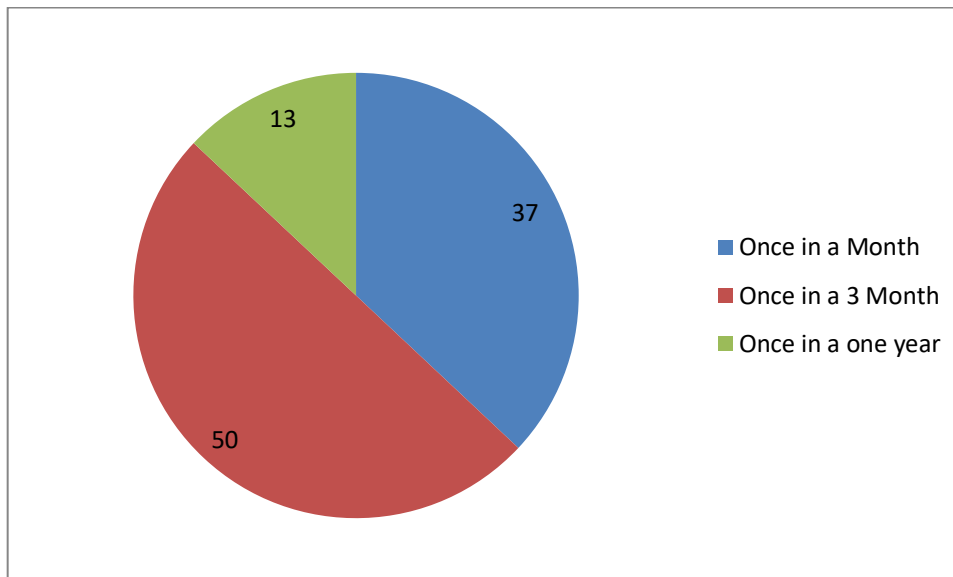
TABLE 4.11

Table showing frequency of your purchase a product

Items	NO.OF RESPONDENTS	PERCENTAGE
Once in a Month	20	37
Once in a 3 Month	28	50
Once in a one year	7	13
Total	55	100

CHART 4.11

Frequency of Purchase



INTERPRETATION – From the above chart it is that 50% of the youth purchase products in once 3 month

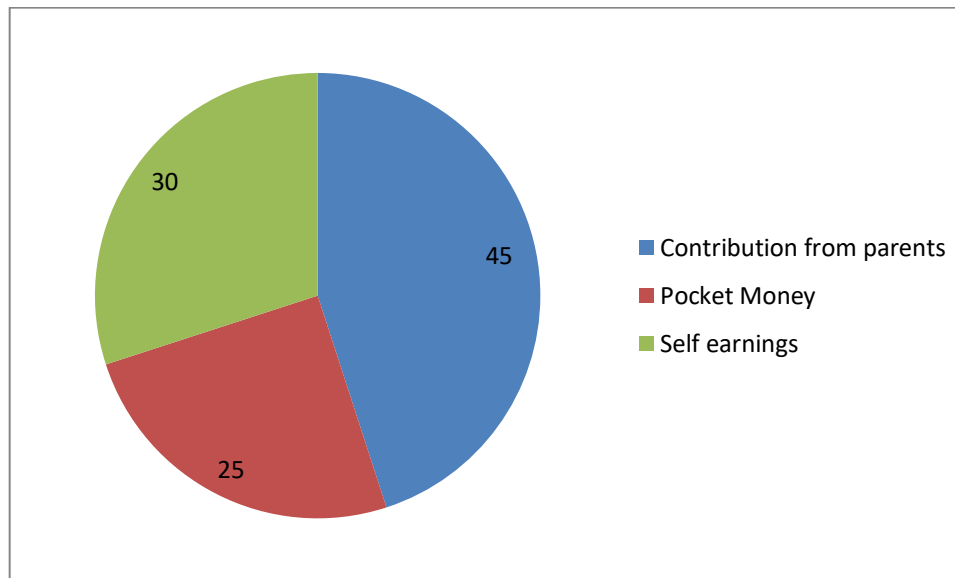
TABLE 4.12

Table showing source of income of youth for purchase of product

Items	NO.OF RESPONDENTS	PERCENTAGE
Contribution from parents	25	45
Pocket Money	14	25
Self earnings	16	30
Total	55	100

CHART 4.12

Income for purchase



INTERPRETATION – From the above chart it is clear that the most of the buy products from their parents contribution.

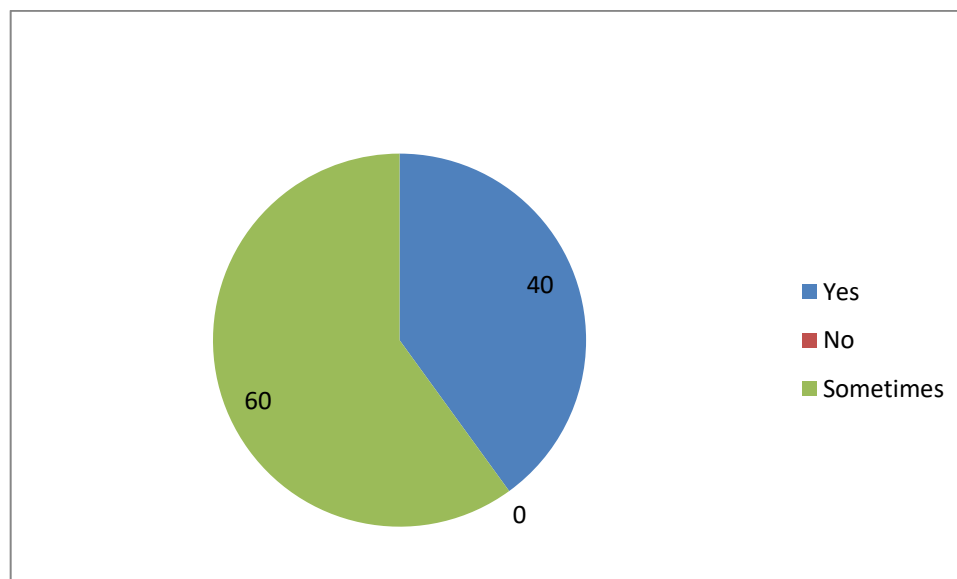
TABLE 4.13

Table showing whether the youth gets expect result from the product they use.

Items	NO.OF RESPONDENTS	PERCENTAGE
Yes	22	40
No	Nil	Nil
Sometimes	33	60
Total	55	100

CHART 4.13

Expected Result



INTERPRETATION – From the above chart it is clear that 60% of the youth feels that the product gives expect result.

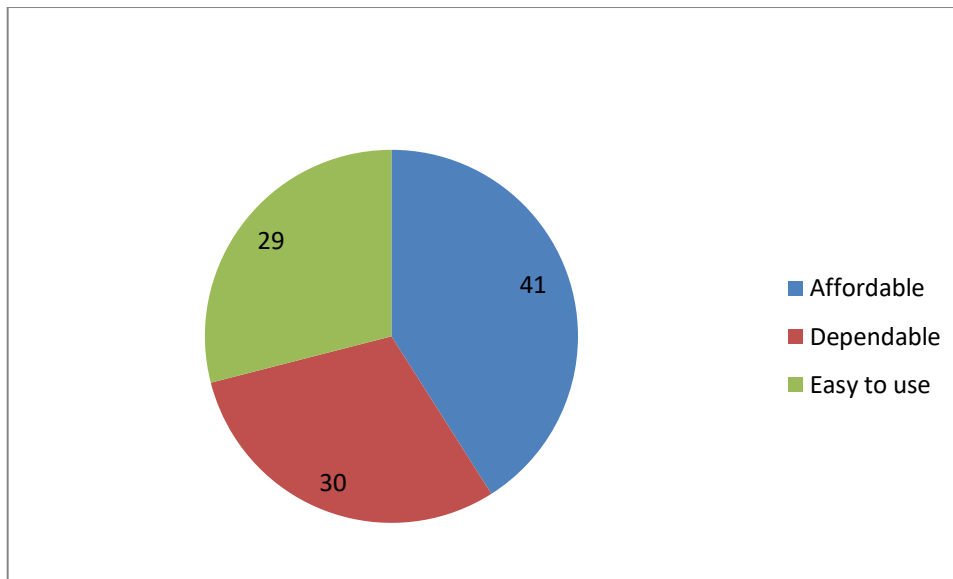
TABLE 4.14

Table showing attributes do you associated with example brand

Items	NO.OF RESPONDENTS	PERCENTAGE
Affordable	23	41
Dependable	17	30
Easy to use	15	29
Total	55	100

CHART 4.14

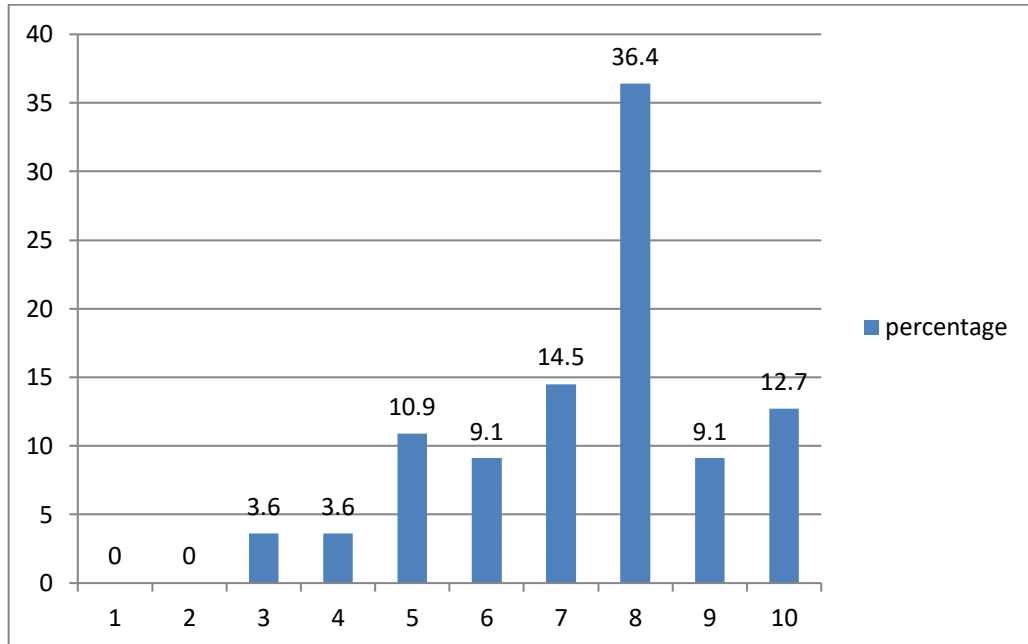
Example brand



INTERPRETATION – From the above chart it is clear that 41% of the youth of Affordable.

TABLE 4.15

Table showing satisfaction of youth with the present brand



INTERPRETATION – From the above chart it is clear that majority of the people are some what satisfied.

CHAPTER - 5
FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

- 76% of the respondents belong to the age group of 17-25 years.
- Majority 78% of the respondents are females.
- 72% of youth use product rarely.
- Majority of the respondents assign quality as a first rank.
- Both national and international brands are preferred by the youth.
- Majority of the youth prefer exclusive outlet.
- They spend below 500-1000 for the purchase of a product.
- Their brand loyalty has not been affected even after the introduction of GST.
- Majority of the youth purchase products from their parents contribution.
- 64% of the youth are somewhat satisfied with their present product.
- Majority of the gets expected result from the product they use.
- 70% of the respondents influenced their purchase decision through advertisement.

SUGGESTIONS

- It is considered that the price of brands are high and hence it has to be reduced
- It is suggested that companies should provide discounts and offers to attract customers towards their brand.
- New innovations in products and extra features must be introduced.
- Brand quality is one of the important factors that the youth consider while choosing a particular brand. Hence there must be no compromise in the quality.

CONCLUSION

The consumers May change brand often. There has been an acceleration of the concept of preserved value of loyalty through the phenomenon of Multi brand purchasing Buyers of a given product class typically choose several brands over a sequence of Purchases. The original concept of Brand loyalty which was measured by the degree to which a consumers purchases a brand without considering alternatives is fading away, making way for perceived value loyalty.

Consumers may be irrational people who make decision not on based rational reason. There will always be a gap in understanding how a decision making unit makes a choice in a market that offers a lot of choices.

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APPENDIX

QUESTIONNAIRE

1. Name

2. Age

- below 13
- 13-17
- 17-25
- 25 above

3. Gender

- Female
- Male
- Prefer not to say

4. Specify your location or residential area?

- Rural
- Urban
- Semi urban

5. which brand do you prefer to use?

- National
- International
- Both

6. Which factors influence you the most for preferring a particular brand?

- Quality
- Price
- Brand name
- Availability

7. Which outlet you prefer for your purchase?

- Exclusive outlet
- Manufacturing outlets
- Online purchase

8. How much you spend for monthly purchase for product?

- Below 500
- 500-1000
- Above 1000

9. Table showing whether the advertisement plays any role in purchase products?

- Yes
- No
- Maybe

10. How do you come across a particular brand?

- Word of mouth
- Advertisement
- Bill Boards

11. Type of purchase decision?

- Quick decision
- Slow decision

12. What is the frequency of your purchasing of product?

- Once in a month
- Once in 3 month
- Once in a year

13. Your source of income for purchase?

- Contribution from parents
- Pocket money
- Self earning

14. Table showing the attributes do you prefer associated with example brand?

- Affordable
- Dependable
- Easy to use

15. How much do you rate your satisfaction with your present brand?

- Highly satisfied
- Somewhat satisfied
- Highly dissatisfied.