

Comparative Study of Customers Brand Loyalty towards Products of Selected Retail Outlets in Eastern Uttar Pradesh

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ABSTRACT

Brand loyalty is considered as bread and butter of business. Customers Brand loyalty is important subject matter in this competitive environment to discuss the future performance and stability of the outlets. Every retailer focus on enrich status and numbers of loyal customers and retain existing customers. The most of retail outlets shut down due to low customers' loyalty toward brand or products. The objective of paper to do comparative study of status of brand loyal customers of the selected retail outlets and prepare strategy to build brand loyalty because 20 percent of a business' existing customers generate 80 percent of its profits. This paper compared brand loyalty of two prominent retail outlets of eastern Uttar Pradesh.

1. Introduction

Customer brand loyalty is a behavioral pattern where customers become committed to a particular brand and make repeat purchases over period of time. Most of the retail outlets use creative marketing strategies, loyalty or rewards programs, trials, brand ambassadors, and incentives like free samples to build brand loyalty,

India's Retail sector

Retail sector in the country is emerging among largest sectors in the economy. The sector estimates 33.4 lakh crore with CAGR 15% over the last five years, also 20% contributes in national GDP. Overall growing at 12 % per annum, modern trade growing with 20% per annum whereas traditional trade at 10%. Modern trade such as hypermarkets, Discount store, supermarkets and other organized retail outlets is expected to grow 3 times and 11.25 lakh crore in 2021. Retail sector considered as fastest growing sector in employment

generation, and is second after agriculture sector in employment. The sector directly employs around 4 crore people, besides creating many indirect employment opportunities. India has largest number of retail outlets/ stores in the world more than 1.3 crores in 2014 also has largest outlets 11,903/ million inhabitants.

Uttar Pradesh

Uttar Pradesh is strategically in north-east of part of the country is bordered by the Himachal Pradesh, Uttarakhand, Delhi, Rajasthan, Jharkhand Chhattisgarh, Madhya Pradesh, and Bihar. 19.98 crore people residing in the state (2011), accounting for 16% of total country's population, It covers 240928 km² of geographical area of the country. Population density 828 people/kilometer, which has densely populated states of the country.



Why Uttar Pradesh

- a) Uttar Pradesh has potential to become most important destinations for retail trade. This is reinforced by its increasing per capita income, large Consumer base, abundance of raw material and rapid urbanization.
- b) The per capita income of the state growth of 11.37% YoY, which shows improvement in standard of living and good purchasing power.
- c) Ratio of urban population of the State has also upward trend, reached 22.27% in 2011.

2. Review of literature

Danaher J., W. Wilson Isaac and Robert A. Davis Peter (2003) in their paper entitled "A Comparison of Online and Offline Consumer Brand Loyalty" published in "Marketing Science" compared the consumer brand loyalty between online and off line for more than 100 brands in 19 categories in grocery product. The online purchase data are taken from secondary sources and also online store for its products. The offline data of same brands and taken from traditional stores of the same city in same time period. The finding of the study show customers brand loyalty for online products is significantly greater than expected.

Rosario S J and Ganesh G (2015) in their research paper entitled "A comparative study on brand loyalty of customers towards fast moving consumable goods in Cuddalore district" published in "Asia Pacific journal of research". The study concludes that, the brand awareness, Quality, Price, and Status of people affect the loyalty of customer in FMCG. They found brand awareness and quality of product are most important factors to build customer loyalty in rural and urban areas.

Hussaien Ananda Sabil (2018) in his research paper entitled "Effects of Brand experience on customer brand loyalty in Indonesian restaurant: Role of satisfaction and brand of origin" published in "Tourism and Hospitality Management" scrutinized direct effects of brand experience on customers brand loyalty and also examine the effect of brand origin on customer brand loyalty of restaurant in Indonesia. The result of study showed the brand of origin moderating the effect of brand experience on customers' satisfaction and customers brand loyalty. Brand experience has positive effects on both customers' satisfaction and customer brand loyalty.

Shaban O K, et. al. (2018) in his research paper entitled "Review of Important Brand Loyalty Influencing factors: State of Art" published in "International Business Management" identified thirty two factors which effect the brand loyalty. Trust, perceived quality, satisfaction, benefits of using the products, brand awareness, commitment to the brand, switching cost, Brand perceived value, attitude towards brand and brand experience affect the brand loyalty.

Huang Travis K. et al. (2018) in their research paper entitled "How does social media interactivity affect brand loyalty?" published in "Proceedings of the 51st Hawaii International Conference on System Sciences" The study

investigate effect of social media interactivity on community benefits as well as effect of community benefits on customers brand loyalty. In addition they measured the effects of social influence on customers brand loyalty; the present study also assessed the indirect effect of responsiveness on customers brand loyalty through community benefits, knowledge gains as well as sense of membership. The sample size was 229 users who are followers of Super Basketball League teams' Facebook pages, show media reach has strong and direct effect on customers brand loyalty, responsiveness had positive effects on knowledge gains and sense of membership affected indirectly customers brand loyalty.

Ngo Hai Quynh et. al (2018) in their paper entitled "The Influence of Perceived Value, Brand Image and Corporate Reputation on Customer Engagement and Customer Loyalty" published in "Scholars Journal of Economics, Business and Management" investigates the possibilities of perceived value, corporate reputation, brand image and customer satisfaction in enhancing customer engagement which leads to improved customer loyalty in restaurants of Vietnam. The data analysis was through SPSS 21 and AMOS 21, using equation model. The results of the study verified that almost proposed factors positively affect customer engagement and the direct influences customer perceived value as well as customer satisfaction on customer engagement. The study also revealed that influence of customer satisfaction on customer engagement was the highest, whereas corporate reputation did not moderate the relationship between perceived value and customer engagement.

3. Significance of study

Customers brand loyalty act as key role while choosing one company's products consistently over their competitors. When a customer is loyal to one brand, they aren't easily influenced by price, availability and sales promotions of other brands. They would rather pay more and ensure the same quality service and product from the brand they know and love. Brand Loyal customers most important for business to growth and earn profits high.

4. Objectives of study

Customers brand loyalty is measured by examining customer behavior shown while purchasing, using and disposing of brand. Loyal customers will purchases more, retain for longer period of time and create publicity and popularity of outlets. The objectives of this paper are to analyze brand loyalty of customers' major retailers in eastern Uttar Pradesh.

- To study the distribution of retail outlets of Eastern Uttar Pradesh.
- To study the factors affecting customers brand loyalty toward products of selected retail outlets of Eastern Uttar Pradesh.
- To compare the customer brand loyalty of selected retail outlets of Eastern Uttar Pradesh.

5. Research methodology

The study is descriptive in nature to examine the customer brand loyalty towards products of selected retail outlets in eastern Uttar Pradesh's districts viz Paryagraj and Varanasi. The total 200 customers are respondent of the study. The structured questionnaires are applied to collect the primary data and secondary data collected from various secondary sources were applied. It is very important for the marketers to know about their customer brand loyalty of their products to increase their conversion ratio in retail outlets. For secondary data collection, help of Journals, magazines, periodicals, newspapers, annual reports and publications of agencies were

taken. Convenience Sampling method was adopted i.e. random selection method of the consumers.

6. Data Analysis

The analysis & interpretation of data has been carried out both in terms of quantitative as well as qualitative aspects. Quantitative aspects includes Age, Sex, Income, Occupation, frequency of visits, frequent of usage, rank and so on, On the other side qualitative aspects includes, fragrance, color, design, services, quality and loyalty.

Table:1- Distribution of retail outlets in Eastern UP

Major Retail Outlets/District	Big Bazar	Vishal Mags Mart	V-Mart	1-India Family Mart	Spensor	City Cart	V-Bazar	Total
1. Allahabad	2	1	2	1	1	2		9
2. Azamgarh			3	2			2	7
3. Ballia			1			1		2
4. Basti		1	1	1				3
5. Chandauli								0
6. Deoria			1	1		1		3
7. Fatehpur			1	1				2
8. Ghazipur			1	1			1	3
9. Gorakhpur	1	1	4	1	1			8
10. Jaunpur			2	1				3
11. Kausambi								0
12. Kushinagar			1					1
13. Maharajganj			1			1	1	3
14. Mau								0
15. Mirzapur						1	1	2
16. Pratapgarh			1	1				2
17. Sant Kabir Nagar			1					1
18. Sant Ravidas Nagar								0
19. Siddharth Nagar				1				1
20. Sonbhadra			1				1	2
21. Varanasi	2	4	5	1	1	1		14
Total	5	7	26	12	3	7	6	64

Table:2- Gender

Gender/Retail Store	Vishal Mega Mart	V-Mart	Total
Male	54	63	117
Female	46	37	83
Total	100	100	200

Table:2 Shows that male customers are dominated in both retail outlets.

Table:3- Age Group

Age (Years)	Frequency	Percentage	Cumulative Percentage
Upto -20	37	18.50	18.50
20-35	63	31.50	50
35-50	76	38.00	85
Above 50	24	12.00	100.0
Total	200	100.0	

Table:3 Shows that 50 % customers are upto 35 years group and it jumped to 85% upto age of 50 years.

Table:4- Income Level(Monthly)

Income (Rupees)	Frequency	Percentage	Cumulative Percentage
Upto 20000	81	40.50	40.50
20000-40000	80	40.00	80.50
40000-60000	25	12.50	93.00
60000 above	14	7.00	100.0
Total	200	100.0	

Table:4 Shows that 80% customers are belong to upto 40000/- monthly mean target on middle and lower-middle class.

Table:5- Frequency of Visits

Income (Rupees)	Frequency	Percentage	Cumulative Percentage
Often	35	17.50	17.50
Weekly	31	15.50	33.00
Fortnightly	56	28.00	61.00
Monthly	78	39.00	100.0
Total	200	100.0	

Table:5 Shows that 67% customer are visiting after fifteen and monthly basis.

Table:6- Factor affecting brand loyalty

SN	Factor	Vishal Mega Mart.	V-Mart	Total	Total Percentage
1	Price of brand	7	13	20	10
2	Quality of Brand	27	21	48	24
3	Availability of brand	10	17	27	13.5
4	Trust	18	14	32	16
5	Satisfaction Level	21	21	42	21
6	Emotional Attachment	9	10	19	9.5
7	Symbol of recognition	8	4	12	6
		100	100	200	100

Table:6 Shows that quality of brand and satisfaction level play significant role.

Table:7 Section- Wise brand Loyalty

SN	Section	Vishal Mega Mart.		V-Mart	
		No of Respondents	Percentage	No of Respondents	Percentage
1	Male Section	32	32	41	41
2	Female Section	35	35	30	30
3	Kids Section	16	16	8	8
4	Accessories	13	13	14	14
5	Footwear	4	4	7	7
Total		100	100	100	100

Table:7 Shows Vishal Mega Mart most female loyal customer whereas male customers dominated in V mart.

Table:8 Apparel Section product wise loyalty

SN	Products	Vishal Mega Mart.		V-Mart	
		No of Respondents	Percentage	No of Respondents	Percentage
1	T-Shirt	12	12	8	8
2	Shirt	12	12	15	15
3	Sweater/ Jacket	6	6	6	6
4	Blazers & Coats	1	1	9	9
5	Kurta & Kurti Sherwani	15	15	11	11
6	Jeans	28	28	19	19
7	Formal/Trousers	12	12	12	12
8	Track pant	9	9	2	2

9	Sarees/ Lehenga	2	2	11	11
10	Inner wear	3	3	7	7
	Total	100	100	100	100

Table:8 Shows products Jean and Shirt have loyal customers in both retail outlet.

Table:9 Contribution of sections in total sales.

SN	Section	Vishal Mega Mart.	V-Mart
1	Male Section	2	1
2	Female Section	1	2
3	Kids Section	3	4
4	Accessories	4	3
5	Footwear	5	5

Table:9 Shows Female section in Vishal mega Mart and male section in V-Mart play major role total sales .

7. Conclusion

There's no doubt that **customers develop relationships with brands but** a customer influence by several factors, viz., advertising appeals, availability of related goods (Substitute and complementary), product features, style, price, sales promotion, choices. The study reveals that the status of brand loyalty toward product is significantly different and sales contribution of same products in both retail outlets also

different. These differences in brand loyalty are affected by demographic factors and loyalty factors viz. price, quality, availability, trust, satisfaction, emotional attachments and symbol of recognition may help the marketers in redesigning the loyalty strategy to increase brand loyalty as well as store loyalty for their products.

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