

A Study on Brand Loyalty of Consumers Toilet Soap in Kumbakonam Town

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Abstract - Brand loyalty is a products name, term, symbol or design or a combination of them which is easily identify the goods and services of an seller and differentiate them from competitors. Brand loyalty is a flattering attitude and regular stand by purchase of a particular brand. . Consumer purchase attitude is important key factors of brand loyalty. After using the product the satisfaction level is determine the repeat purchase of the same product. The Hamam soap company has always been innovating, its advertising which has helped the company to get right position in the markets.

Key words: Brand Loyalty, Hamam soap, Toilet soap.

I. INTRODUCTION

Brand loyalty is a products name, term, symbol or design or a combination of them which is easily identify the goods and services of an seller and differentiate them from competitors. Brand loyalty is a flattering attitude and regular stand by purchase of a particular brand. Now a days consumer market is very large and competitive one. Consumer is the king of market and often they have change taste and preferences. The day to day activities each and every consumer use toilet soaps. Many number of toilet soaps are available in the market. Among the toilet soaps "Hamam" has the dominant role in the market. So, the researcher has taken Hamam soap as a sample brand for his study.

Importance of the Study

Brand loyalty incorporate some degree of susceptibility commitment towards a brand. Consumer perceived value brand trust, consumer's satisfaction and repeat purchase behaviour are found to be the key influencing factors of brand loyalty. Consumer purchase attitude is important key factors of brand loyalty. After using the product the satisfaction level is determine the repeat purchase of the same product. For the above the researcher has framing the following objectives relating to the study.

Objectives of the Study

1. To study the buyer behaviour attitude of Hamam soaps users.
2. To examine the brand switching behaviour of respondents
3. To study the customers level of satisfaction towards Hamam soaps

II. RESEARCH METHODOLOGY

Data collection

Primary data has been collected for the study. The structured questionnaire has issued to the respondents for collection of Primary data.

Area of the Study

The kumbakonam town has selected for the study area. Because large number of population in kumbakonam town and huge number of villages in and around kumbakonam town.

Sampling Technique

The convenient sampling technique is used particularly for the study. Overall 100 respondent was chosen from different age groups for the study.

Statistical tools used

Using statistical tools like simple percentage analysis, Mean score and Chi-Square Test have used for the study.

Scope of the study

Brand loyalty is a consumer's preference to buy a particular brand in a product category. Consumer perceive that the particular brand offers the right product features, quality, price, etc., customers are unique they perceive things differently. It is the foundation for a new buying habit. Consumer has the habit of do the trail purchase and after satisfaction tends to form habits and continue purchasing the same brand. It protects the producer from competition and gives then greater control and latitude in planning their marketing mix. Brand is the powerful weapon of sales promotion and it should have a consistent life and be unaffected by time.

Limitation of the study

The study area only confined to kumbakonam town. So, the result of the study not to be generalised. The sample size is only confined numbered by 100. The important drawback of study is the time limitation. The response given by selected respondents may subject to bias.

III. ANALYSIS AND FINDINGS

Table – 1 Demographical Factors

particulars	No. of Respondents	percentage
Gender		
Male	46	46
Female	54	54
Total	100	100
Using Hamam Soap		
Yes	71	71
No	29	29
Total	100	100

Source: Primary Data.

The above table-1 shows that the 46 per cent of the respondents are Male and 54 Per cent of the respondents are Female. So the majority of the respondents are Female. Using of Hamam soap by the respondents 70 per cent while 30 per cent of the respondents are using some other brand soaps.

Table – 2 Kinds of Bath Soap

Particulars	Male	Female	Total
Foamy	3	15	18
Neem, Thulasi, Alovera	25	26	51
Medicated	11	09	20
Coloured	07	04	11
Total	46	54	100

Source: Primary Data.

Hypothesis Test

HO: There is no significant relationship between kinds of bath soap based on gender.

H1: There is significant relationship between kinds of bath soap based on gender.

Degrees of Freedom :- $V=R-1 * C-1 = 4.1 * 2.1$, $V= 3$

Calculated Value $(O-E)^2 = 4.568$.

Table value @ 5% significant Level = 7.81.

The calculated value is less then the table value. So, null hypothesis is accepted. Hence, there is no significant relationship between kinds of bath soap based on their Gender.

Table-3 Sales Promotion Techniques on Income

Particulars	Below 5000	5000-10000	10000 - 15000	Above 15000	Total
PrizeCoupons	10	02	02	10	24
Gifts	07	07	06	18	38
Money refund offer	05	03	07	03	18
Other offer	03	11	04	02	20
Total	25	23	19	33	100

Source: primary Data.

Hypothesis Test

HO: There is no significant relationship between sales promotion technique based on their income

H1: There is significant relationship between sales promotion technique based on their income

Degrees of Freedom: - $V=R-1 * C-1 = 4.1 * 4.1$, $V= 9$

Calculated Value $(O - E)^2 = 16.546$.

Table value @ 5% significant Level = 16.9

The calculated value is less then the table value. So null hypothesis is accepted. Hence, there is no significant relationship between sales promotion technique based on their income

Table – 4 Special Attributes in Hamam Soap

Particulars	Below 10years	10-20 years	20-30 years	30 years and above	Total
Fragrance	08	12	06	22	48
Colour	03	05	10	04	22
Lather	-	-	10`	-	10
Medicated	-	10	04	06	20
Total	11	27	30	32	100

Source: Primary Data.

Hypothesis Test

HO: There is no significant relationship between age of consumers and Special attributes in Hamam soap

H1: There is significant relationship between age of consumers and Special attributes in Hamam soap

Degrees of Freedom :- $V=R-1 * C-1 = 4.1 * 4.1$, $V= 9$

Calculated Value $(O - E)^2 = 17.552$

Table value @ 5% significant Level = 16.9

The calculated value is greater than the table value. So null hypothesis is rejected. Hence, there is a significant relationship between age and special attributes in the Hamam Soap.

IV. SUGGESTIONS

1. The company may increase the fragrance, colours and Lather in the soap.
2. Using more advertisement to reach the brand loyalty in rural area.
3. Many of the consumers purchased soap in retail shops. So the sales promotion activities concentrate on retail shops.
4. Respondents need to modify the Hamam soap. so the company may implement that.
5. The company must increase sales promotion techniques to increase sales and earn more profit.

V. CONCLUSION

Brand loyalty exhibits customers repurchase behaviour. Customer perceived value, brand trust and customers satisfaction, repeat purchase behaviour and commitment are found to be the important influencing factors of brand loyalty. The Hamam soap company has always been innovating, its advertising which has helped the company to get right position in the markets. So the Hamam soap company to maintain the Brand Loyalty to retain the customers.

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