

A Study on Emotional Brand Loyalty towards Consumer Health Drinks

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Abstract: This research is mainly dealt with the mind set of the consumers buying health drinks. The study on the Brand Loyalty on Consumer Health Drinks clearly explains the Taste, Preference, Essentials of the consumers consuming health drinks in their day to day life. This research also focuses on the changing preference of the customers because in today's time, there are much more options in choosing the health drinks according to the consumers taste. In order to increase the customer's satisfaction, marketers have developed various marketing programs. Questionnaires were designed and distributed to the consumers for the collection of primary data. The total sample size is 110 in total. From the Primary Data, the Percentage Analysis, Ranking Analysis and Chi-Square Test were derived. This research also denotes a viable solution to estimate the "Brand Loyalty" from the various Analyses done. This research also gives clear information of which Brand is the most preferred by the Consumers in consuming their day to day health drinks. This paper also gives the readers awareness on the overall usage of the health drinks consumed in total by the customers all over the area.

Keywords: Brand, Brand loyalty, Brand preferences, Consumer satisfaction, Health drinks.

1. Introduction

Health drinks have emerged as the most profitable and growing segment of the overall soft drinks industry in the World. Unlike carbonated drinks, whose sales are declining, the sales of health drinks have been growing since some time. When compared to the other food supplements, health drinks stands the top most of any other thing in this world. A recent survey tells that more than food supplements, consumers preferred health drinks. This is because, the food supplements have side effects and on the other side, there is no such kind in the increase of the health. But the health drinks are of good taste and also on the health constraints, the increase of the health drinks are realized very much after a constant regular use of the health drinks. The following chart explains the more usage of the health drinks by the consumers.

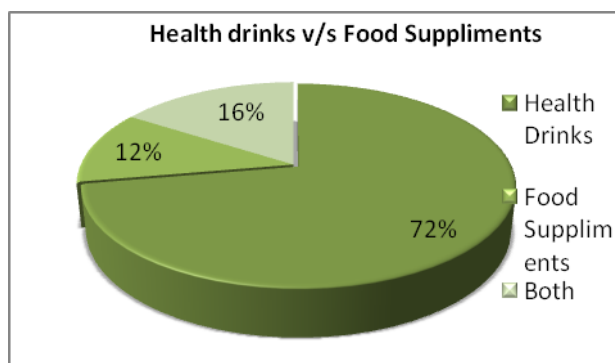


Figure 1: Health Drinks vs. Food Supplements

2. Objectives of the Study

- To analyze the buyer's brand preferences.
- To study the reasons for buying the same brand of Health Drinks.

- To study the purpose of consuming health drinks.
- To study the reasons for switch over the brand from time to time.

3. Statement of the Problem

This paper had been undertaken with an objective to understand the brand preferences of consumer towards Health Drink product category and to study the reasons for buying the same brand of Health Drinks product category. The objective of the study also included to identify the purpose of consuming health drinks and to study the relationship between number of members in the family and the duration of consumption of health drinks. The brand loyalty and switching of brand were also studied.

4. Research Methodology

Both Primary and Secondary Data were collected for this study. A structured Questionnaire was designed to collect data from customers and pre-test has been passed through before finalizing the Questionnaire for the purpose of selecting the samples for studying, simple random sampling technique is used. A sample size of 110 customers was selected. A structured Questionnaire was designed to collect the Primary Data. The Data was collected from 3 major cities such as Chennai, Madurai and Coimbatore. A particular area is selected from each city. The data was collected from customers were tabulated and analyzed, based on the lines of the objective of the study.

5. Review of Literature

Brand loyalty is a function of psychological (decision-making, evaluative) processes. Brands are chosen according to internal criteria resulting in a consignment towards the brand, which. According to Jacoby and Chestnut (19781, is an essential element of brand loyalty. This point of view is in line with the information-processing paradigm, which is the

dominant point of view in consumer behavior (Bettman (1979)). Although consumers do not always seek information actively, they do receive some information, e.g. due to advertising campaigns. Which may be used to form certain beliefs about brands, Based on these prior beliefs, brands are evaluated and some are preferred over others. In time, the consumer may develop a commitment towards a brand and become brand loyal. Hence, brand loyalty implies consistent repurchase of a brand, resulting from a positive affection of the consumer towards that brand. We should point out, however, that the importance of commitment is not supported by some researchers who argue that buying behavior is caused by instrumental conditioning (Foxall (1987) for a review).

They posit that observed behavior alone is capable of explaining brand loyalty. According to this view, the purchase will lead to a "reward" (the brand is adequate) or a "punishment" (the brand is inadequate). The former induces the repurchase of a brand while the latter induces brand switching. In this approach, brand loyalty is regarded as a consequence of behavior, rather than as an explanation.

A study of Hoyer (1984) concluded that inert consumers have different motives; different decision rules and requires other marketing actions than brand loyal consumers. In particular, they do not evaluate a large set of alternatives but use simple decision heuristics like "Always buy the Cheapest brand" or "Always buy the same brand". Repeat buying may be influenced by variables such as e.g. the amount of shelf space or distribution intensity, which are supervised by the retail manager. In contrast, brand commitment is more likely to be influenced by a brand's distinguishing characteristics, design features or images (Riezebos (1994)).

6. Choice of Statistical Analysis Tools

6.1 Percentage Analysis

Place Percentage Analysis is an Analysis done with the Statistical data collected. This Analysis is done to find out the percentage value (True value).

The Formula for the Percentage Value is
 Percentage Analysis= (No. of Respondents/110) x 100

6.2 Chi-Square

The chi-square test is an important test amongst the several tests of significance developed by statisticians. Chi-square, symbolically written as X²(Pronounced as Ki-square), is a statistical measure used in the context of sampling analysis for comparing a variance to a theoretical variance. It can also be used to make comparisons between theoretical populations and actual data when categories are used". Thus, the chi-square test is applicable in large number of problems. The test is, in fact, a technique through the use of which it is possible for all researchers to.

- (i) Test the goodness of fit;
- (ii) Test the significance of association between two attributes, and
- (iii) Test the homogeneity or the significance of population variance.

7. Data Analysis and Interpretation

Table 1: Demographic Statistics of Consumer Behavior Variables

Particulars	Samples	Percentage (%)	Accumulative Percentage (%)
Age Analysis			
16-20	10	9	9
21-25	40	36	45
26-30	10	9	54
31-35	10	9	63
36-40	7	7	70
41-45	10	9	79
46-50	13	12	91
>50	10	9	100
Total	110	100	
Gender Analysis			
Male	70	64	64
female	40	36	100
Total	110	100	
Marital Status			
Married	64	58	58
Unmarried	46	42	100
Total	110	100	
Educational Level			
Matric.	16	14	14
Higher Sec.	13	12	26
Graduate	44	41	67
Post Graduate	16	14	81
Professional	11	10	91
Others	10	9	100
Total	110	100	
Career Analysis			
Student	8	7	7
Employed	58	53	60
Professional	10	9	69
Home Maker	16	16	85
Others	18	15	100
Total	110	100	
Income Analysis			
<10000	3	3	3
10000-15000	34	31	34
15000-20000	30	27	61
20000-25000	22	20	81
25000-30000	9	8	89
>35000	12	11	100
Total	110	100	
Family Members Analysis			
1	1	1	1
2	10	9	10
3-4	71	64	74
>5	28	26	100
Total	110	100	

Table 2: Brand Analysis

S.No	Brand	No.of. Respondents	Percentage (%)
1	Horlicks	40	36
2	Complan	34	31
3	Bournvita	12	11
4	Boost	19	17
5	Maltova	1	1
6	Viva	3	3
7	Milo	1	1
Total		110	100

(Source: Primary Data)

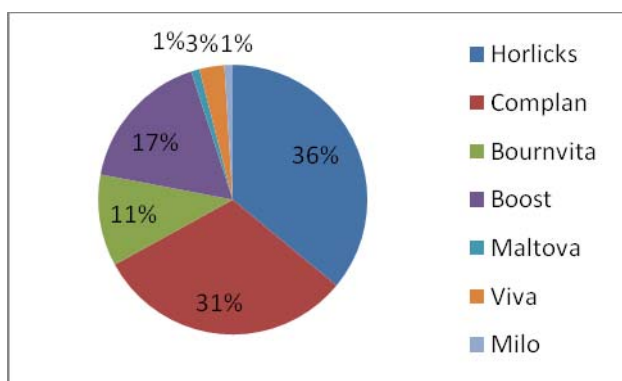


Figure 2. Brand Analysis

Interpretation:

From the Figure 2t, it is clearly noted that Horlicks was the most preferred brand by the Public since its having the most percentage of about 36% and then comes the Complan having the percentage of about 31%.

Table 3: Same Brand Preferences

Reasons/Ranks	1	2	3	4	5	6	7	8	Tot
Emotional Brand	.22	.08	.12	.11	.12	.12	.1	.04	.113
Feel	.07	.23	.12	.15	.17	.08	.08	0	.112
Easy Availability	.18	.18	.25	.15	.09	0	.05	0	.112
Rational Benefits	.12	.06	.13	.24	.04	.18	.08	.04	.101
Price	.13	.2	.08	.04	.24	.1	.04	.04	.108
Lifestyle	.05	.1	.15	.05	.19	.22	.08	.03	.108
Popularity	.07	.1	.12	.07	.01	.12	.26	.02	.108
Others	.05	.02	.09	.09	.03	.02	.08	.6	.101

(Source: Primary Data)

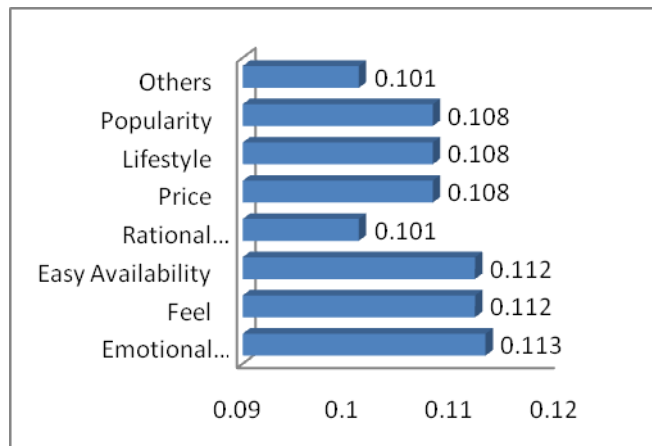


Figure 3. Highest Score Attributes in Buying the Same Brand

Interpretation:

The above Table 3 exhibits the same Brand preferred by the consumers in Health Drinks. The Emotional Brand occupies the first rank with 0.113 of its Weighted Average Index and then comes Feel surprising, Easy Availability and Rational benefits and so on. Consumers prefer the same brand every time because of their emotional satisfaction.

Table 4: Purpose of Consuming Health Drinks

S.No	Reason/Ranks	1	2	3	4	5	Total
1	Growth	.3	.3	.23	.03	.02	.176
2	Alternative of Milk	.1	.28	.42	.09	.009	.178
3	Health Improve	.18	.28	.07	.07	0	.186
4	Family Prestige	.009	.08	.1	.44	.26	.176
5	Others	.03	.03	.04	.21	.57	.168

(Source: Primary Data)

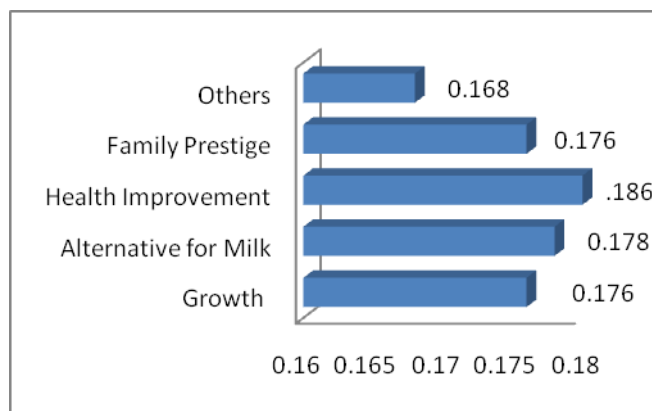


Figure 4. Purpose of Consuming Health Drinks

Interpretation:

The above Table 4 shows that the weighted average Index of the purpose of buying health drinks. Comparing all the factors, Health Improvement is the major criteria for the people to consume the Health drinks. Followed by, Family Prestige and Alternative for milk, Growth and others.

Table 5: Switching of Brands

S. No	Reasons/Ranks	1	2	3	4	5	6	7	Tot
1	Lack of Health	.25	.12	.22	.15	.08	.15	.04	.144
2	Price	.19	.27	.12	.11	.22	.04	.04	.141
3	Dis-Satisfaction	.23	.25	.22	.16	.07	.03	.04	.142
4	Lack of Brand Loyalty	.08	.16	.14	.20	.16	.16	.08	.141
5	Mind to Other Taste	.25	.08	.15	.16	.32	.04	0	.142
6	Lack of availability	.03	.04	.12	.08	.16	.32	.25	.142
7	Offers from Other Brands	.04	.07	.07	.07	0	.23	.5	.142

(Source: Primary Data)

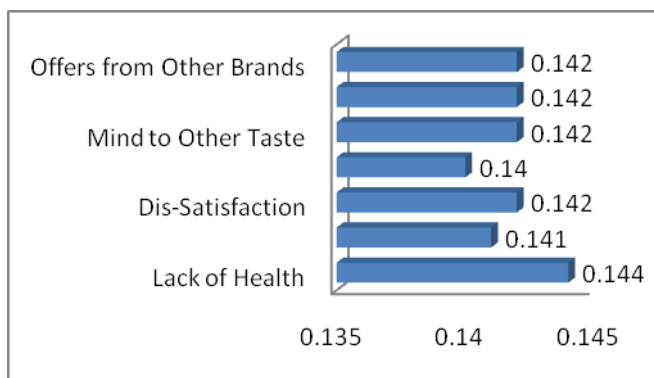


Figure 5. Highest score attributes in the Switching of Brands

Interpretation:

This Table 5 clearly furnishes why consumers switch over from one brand to another. The main reason is the Lack of health which is 0.144 of its Weighted Average Index. Then the variation in the Price also makes the customers in Switching of Brands. Another main and most important factor is the Offer provided from other brands, Mind to other taste, Dis-Satisfaction and Lack of availability which stands 0.142 of the Weighted Average Index. This Analysis is done from the view of the 73 customers who switch brands out of 110 customers.

Chi- Square Test:

Relationship between No. of members in the family and the duration of buying the health drinks.

Null Hypothesis (H₀)

Assume the Hypothesis that there is no relationship between the No. of Members in the family and the duration of buying the health drinks.

Alternative Hypothesis (H₁)

Assume the Hypothesis that there is a relationship between the No. of Members in the family and the duration of buying the health drinks.

Table 6: Switching of Brands

No. of Members in a Family	Once in a Month	Two Months Once	15 Days Once	Total
1	10	3	11	24
2	12	14	4	30
3-4	8	12	13	33
>5	4	7	12	23
Total	34	36	40	110

$\chi^2 = E(O-E)^2/E$ where,
 O stands for Observed Frequency
 E stands for Expected Frequency
 The expected frequencies are,
 $\chi^2 = E(O-E)^2/E = 13.9$
 $\gamma = (r-1)(c-1)$
 $= (4-1)(3-1)$
 $= 3 \times 2 = 6$

Degrees of Freedom is 6, χ^2 is 0.05

The value of χ^2 is 13.9 which is more than the table value of $\chi^2_{0.05}$ at 6 degrees of freedom=12.592. Therefore the Hypothesis is rejected. Hence this study concludes that there is a relationship between the No. of members in the family and the duration of the consumption of buying health drinks.

8. Findings and Suggestions on the study

- After a clean study on the Brand Analysis Table, it clearly tells that, consumers preferred Horlicks as the most, followed by Complan, Boost and then Bournvita.
- According to the Same Brand Analysis of the Research done, The Emotional Brand occupies the first rank with 0.113 of its Weighted Average Index and then comes Feel surprising, Easy Availability and Rational benefits and so on. Consumers take a very keen interest in maintaining the same brand each time.
- Health Improvement, Alternative for Milk and Family Prestige are the three main attributes for the using of Health Drinks. This is clearly studied from the Purpose of Health Drinks Analysis.
- From the Switching Analysis, 40% of the consumers change their Brand Sometimes, 37% never change their Brand and 33% change their Brand Frequently. Lack of Brand Loyalty, Dis-Satisfaction, and Lack of Availability are the Major attributes of Switching of Brands. The other Factors are Price, Offers from Other Brands, Lack of Health etc.
- From the Chi-Square Analysis, the No. of Members in a Family decides the duration of purchasing of Health Drinks. No other factor decides the purchasing duration of health drinks.

9. Conclusions

From this study, the Brand Loyalty on Consumer Health Drinks, which is based on the customer's mind set, maintains that building a strong brand involves a series of logical steps as suggested by Keller (2001). That is, establishing quality of products, availability of products, production of healthy product, taste and colour attributes preferable to the consumers etc. It implies the consumer's awareness in building the meaning of brands, which will influence in the consumers response towards brands, which in turn, will contribute to the establishment of consumer-brand relationship. Since Health Drinks have become an important think in the life of the consumers, the health drinks have a good reach towards them. The only think that the consumers have to decide is choosing the best available brand for them. Since then the brand loyalty acts a very important role over here. The Horlicks Brand has a very good Brand Loyalty among consumers since it stands the top most level like from the taste, colour, price, packing, shelf display, offers, health constraints etc. So by seeing all these, the consumers start to prefer Horlicks Brand as the most. The next brand is positioned by Complian, Boost and finally Bournvita. These four brands are the major players in the mind of consumers. Hence Brand Loyalty has been a part of the consumers in choosing the brands of their Health Drinks.

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