

ISSN: 2277-9310

# IRJCBSS

Vol. II, Issue 7 (III), October 2013

International Research Journal of  
Commerce, Business and Social Sciences

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2013

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## CONSUMER BEHAVIOUR-BRAND LOYALTY

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### Introduction

To study the consumer behaviour is very complex as it is kind human behaviour, and human beings are always not easily studied understood and sometimes quite ambiguities. Therefore, the complexity of consumer behaviour represents a challenge to anyone who wants research the subject including marketers. From the concept of marketing, it is based on the notion creating satisfying relationship between sellers and buyers. In this kind of exchange process, consumer is being an important partner to make requirements, and thus it is essential for marketers who want to possess an understanding of consumer behaviour in order to make marketing strategies.

### Definition

More than a century ago, the father of our nation, Mahatma Gandhi had made a visionary and deep meaningful statement at Johannesburg, South Africa in 1890-"A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption on our work. He is the purpose of it and not an outsider on our premises. He is a part of it. We are not doing him a favour by serving him. He is doing us a favour by giving us the opportunity to do so." Though this statement was not made in the marketing concept, there is a lot of wisdom and insight into Mahatma's words.

### Objective Of Paper

1. To study socio-economic profile of the urban, the rural consumers.
2. To analyse the role of motivational factors in influencing the customer buying behaviour.
3. To examine the Brand-Loyalty.
4. To assess the socio-economic and psychological factors in influencing the consumer buying decisions.
5. To study the role of dealers in promoting sales and educating consumers.

### Hypothesis

Keeping in view all the above mentioned theoretical background and objectives, the following hypothesis have been mentioned.

1. Consumer behaviour differs between rural areas and urban areas.
2. Income level of the consumer influences the behaviour to the largest extent.

### Research Methodology

The research paper is descriptive in nature. For preparing the paper the secondary research data can be obtained from various sources such as:

#### Internal Source

The various financial statements like profit and loss statements, Balance Sheets, Sales reports, recorded invoices or earlier research reports.

#### External Sources

Various government publications published annually and give information on the profile of the people in the form of demographic details, social status, economic status and so on.(Census survey, NCEAR report etc.)

#### Books And Periodicals

Business world, Business India, Business Today, Advertising and Marketing etc.

## Factors Influencing Buyer's Decision Making

### External Factors

- Demographic
- Socio-economics
- Cultural, Sub Culture
- Reference Groups & Marketing

### Internal Factors

- Psychological
- Attitudes
- Learning
- Perception
- Motivation
- Self Image
- Brand Loyalty

### Brand Loyalty

Brand Loyalty is an important and interesting area of consumer behaviour. Important, because a large majority of consumers exhibit brand-bias in their repetitive purchase decisions and show evidence of varying degrees of loyalty; interesting because the phenomenon is still in that stage of study. Where despite various attempts to do so, it defies complete, precise explanation.

### Brand, Trade Mark, Brand Name

A "Brand" is a name or term, symbol or design, intended to identify the goods and services of a seller to differentiate them from those of his competitors. The 'brand mark' or 'trade mark' is the part of brand appearing as a symbol or a distinct lettering or colouring. Slightly extending the above definition, it has been said that a "brand is a name, term, sign, symbol, design, or combination of them" which is intended for the purpose of identification and competitive differentiation. The term brand is the general and therefore inclusive term.

### Factors Considered For Patronization Of Particular Brand (Income Analysis)

In rural areas lower income group people considered appearance in majority cases followed by low prices. Whereas the middle class people gave importance to technology | quality and lower price whereas higher income group gave first preference to the higher price.

### Factors Taken Into Account Before Selecting Buying And Patronizing A Particular Brand

**Quality / Technology:** Quality is one of the Primary values sought in Product and brand choice decisions.

**Low Price:** Price has always been important to the consumer because it is a tool of his value judgment; to the manufacturer it is determinant of the return on investment and thereby the level of operation price is a central variable in economic analysis.

**Manufacturer's Name:** Consumer loyal to a particular brand on the basis of manufacturer's name in the market.

**Dealer's Advice:** Respondents were influenced by dealers in purchasing and patronizing a particular brand.

**Reference Group:** The consumer, as a part of the social and work environment to which he belongs, is open to the influence that his reference-groups and opinion-leaders in his social set up acceptance, in accordance with his a social approved or group approved manner, this has far reaching implications for the purchase behaviour. The brand that has the greatest degree of social acceptance will have a greater probability of being chosen by a buyer with a high affiliation need.

**Pressure from Family Members** Sometimes family members may also bring Pressure to patronize a particular brand. In more than half of the case, the brand loyalty concept of consumer was influenced by the family members.

**After-Sale Service:** After-Sale Service is also one of the aspects which a consumer considers in patronizing a particular brand.

**Other Reasons:** Other reasons like advertising establishes a favorable link between a need and brand name and keeps the continuous bond between customer and manufacturer.

### Research Techniques

1. Analysis of Records.
2. Observation.
3. Interviewing.
4. Controlled Experimentation.

### Conclusion

It can safely be concluded, from the foregoing discussion that, in reality, though there may be wide differences between urban and rural consumers, with respect to their socio, economic, demographic background, as far as the consumer behaviour with regard to durable products is concerned, basically there is no difference between the urban and rural consumers. It can be stated beyond doubt that the motivational factors influenced the consumers to a greater extent. Brand patronization also did exist particularly with the reputed brands. There is involvement and much impact of socio-economic and psychological factors on consumer behaviour.

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