Brand Loyalty: Bata Products in Tiruchirappalli Town

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Abstract

Brand loyalty is how people think about the products and wants to continuously buy the same product or getting services repeatedly now and in the future. When the consumers continuously buy products from the same manufacturer or a same supplier it is called Brand Loyalty. Brand Loyalty is collecting the customer's opinion regarding their needs, wants in order to build and make a cordial relationship with them. Even though the brand loyalty can cost more, they help the organization or a firm to form a relationship between the brand and the customer.

Introduction

The victory of a business organization depends upon its ability to attract and retain its customers. Nowadays, retaining in the same product or same brand is a difficult one. Brand loyalty plays a vital role in the market to retain their customers. Customers will continuously use the same brand or product when they are fully satisfied with the brand or product. Brand loyalty is how people think about the products and wants to continuously buy the same product or getting services repeatedly now and in the future. When the consumers continuously buy products from the same manufacturer or a same supplier it is called Brand Loyalty. Marketing tools can be used to increase attraction between the consumer and the brand. These tools increase the consumers' emotion to attach with the brand or products and this will create the Brand loyalty. Relationship development and maintenance, such as cordial relationship with the employees and maintenance will improve the Brand loyalty.

Brand Loyalty assists to acknowledge and support customers; this can be a essential component for purchasers for repurchase. The most aim of the whole loyalty is to make a customer loyalty towards a whole. Brand Loyalty is collecting the customer's opinion regarding their needs, wants in order to build and make a cordial relationship with them. Even though the loyalty program can cost more, they help the organisation or a firm to form a relationship between the brand and the customer.

Salem Mohammad Zedan Yehia and Cermelli Massimo (2016) studied about the brand loyalty among mobile phone users in the Basque region of Spain. This paper attempts to examine brand loyalty among mobile phone users the case of the main six mobile phone companies operating in the Basque region of Spain. An empirical study was conducted to collect the primary data using a

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questionnaire as a tool in order to test the hypotheses. The finding proved that there is a low loyalty toward phone mobile companies according to users' attitudes. In addition, there is no loyalty among mobile phone users toward companies they deal with according to users' behaviors.

Rajdeep Singh (2016) studied the factors affecting brand loyalty in the footwear industry in Ludhiana district. The study was an Endeavour to investigate the factors that affect brand loyalty in the footwear industry. A sample of 100 respondents was selected from the Ludhiana region. Statistical techniques of correlation and multivariable regression were used. The results depicted that out of the total fourteen identified factors, twelve factors had significant relationship with brand loyalty. Proper pricing techniques and customer satisfaction were the dominant variables in affecting brand loyalty towards a footwear brand.

Arvidsson (2016) has conducted a quantitative research into brand awareness and brand loyalty for the brand Apple in Denmark. The research paper had the aim to examine what the main reasons behind Apple's success in Denmark are in spite of the fact that the company has no advertising efforts. It made use of theories about Branding such as brand awareness, brand religion, brand equity and brand personality and Consumer behaviour such as consumer decision making process when buying a product. The study concluded that most participants became aware of the company through recommendations from their close circle of friends and family. It also showed that they would also recommend either 2-3 or all of the products from the brand. This led to the conclusion the Apple does not need to make use of marketing and advertising in Denmark in order to be successful because of the strong personal recommendation between the consumers.

Objectives of the study

1. To analyze the Brand Loyalty towards Bata product.
2. To find out the price satisfaction of the customer towards Bata products.
3. To find out the variety of the Bata products preferred by the customers.

Hypotheses

1. There is no significant association between price satisfaction and the spending power of the respondents towards the Bata products.
2. There is no significant association between the aware of different varieties of Bata products and the services of the Bata products.
3. There is no significant association between the satisfaction level and the continuous buying of the Bata products.

Methodology

The researcher had adopted simple descriptive design. Descriptive design completely portrays the characteristics of a particular situations, groups or communities. Convenience sampling method has been used to select the sample

customers of Bata products. The primary data were collected through structured questionnaire from the five different branches of Bata showrooms in Trichy City.

Statistical Tools of Data

Primary data collected from the respondents have been classified and tabulated for the purpose of analysis. With the help of Statistical Package for Social Science (SPSS) software, Chi-square test and ANOVA test used for analysis.

Result and Discussion

Table-1: Spending power and the price satisfaction of the respondents

Spending power of the respondents	Price satisfaction of the respondents					Statistical inference
	Highly satisfied	Satisfied	Neutral	Dissatisfied	Total	
Less than 500	2	6	8	0	16	$X^2 = 19.497$ DF = 9 0.021<0.05 Significant
501-1000	9	40	8	1	58	
1001-1500	9	13	2	0	24	
1500 above	0	1	1	0	2	
Total	**20**	**60**	**19**	**1**	**100**	

Source: Primary data

The above table shows that among 100 respondents, maximum of 60 respondents are satisfied with the price of the Bata products; among the 60 satisfied respondents maximum of 40 respondents are spending between rupees 501 and 1000. 20 respondents are highly satisfied with the price of the Bata products and nine respondents are spending rupees 1500 above and another nine respondents are spending rupees 501 and 1000.19 respondents are neutral about the price of the Bata products and only one respondent is dissatisfied with the price of the Bata products.

Finding

1. Among the 60 per cent satisfied respondents, maximum of 40 per cent respondents are spending between rupees 501 and 1000 for purchasing the Bata products.
2. A minimum of one per cent respondent is dissatisfied with the price of the Bata products; and 2 per cent respondents are spending above 1500.

Testing of hypothesis

Null hypothesis: There is no significant association between price satisfaction and the spending power of the respondents towards the Bata products.

Alternative hypothesis: There is a significant association between price satisfaction and the spending power of the respondents towards the Bata products.

Statistical tool to be used: Chi-square test

Inference: Table-1 shows that the Pearson Chi Square value is 19.497 for 9 degrees of freedom with a significance value of 0.021 (p < 0.05). so, the null hypothesis is cannot be accepted and the alternative hypothesis is accepted. Hence it is inferred that there is a significant association between price satisfaction and the spending power of the respondents towards the Bata products.

There is a significant association between the price satisfaction and the spending power of the respondents towards the Bata products.

Table-2: Aware of different varieties of Bata products and services of the Bata products

Aware of different varieties of Bata products	Respondents opinion regarding services of the Bata products					Statistical inference
	Strongly Agree	Agree	Neutral	Disagree	Total	
Strongly agree	8	10	0	0	0	$X^2 = 23.472$ DF = 12 0.024<0.05 Significant
Agree	8	49	10	0	1	
Neutral	1	7	4	1	0	
Disagree	0	1	0	0	0	
Total	**17**	**67**	**14**	**1**	**1**	

Source: Primary data

Table shows that among 100 respondents, 67 respondents are agreed with the services of the Bata products and 68 respondents are agreed with the aware of different varieties of Bata products. Among the 67 agreed respondents regarding services of the Bata products, maximum of 49 are agreed with the aware of different varieties of Bata products. 17 respondents are strongly agreed with the services of the Bata products, 14 respondents are neutral about the services of the Bata products; one respondent is disagreed and another one respondent is strongly disagreed with the services of the Bata products. 18 respondents are strongly agreed with the aware of different varieties of Bata products, 13 respondents are neutral about the aware of different varieties of the Bata products, and one respondent is disagreed with the aware of different varieties of the Bata product.

Finding

Among the 67 per cent of agreed respondents regarding the services and 68 per cent of agreed respondents regarding the aware of different varieties of the Bata

products 49 per cent of respondents are agreed both services and aware of different varieties of the Bata products. A minimum of only one per cent of respondent is disagreed with the services of the Bata products.

Testing hypothesis:

Null hypothesis: There is no significant association between the aware of different varieties of Bata products and the services of the Bata products.

Alternative hypothesis: There is a significant association between the aware of different varieties of Bata product and the services of the Bata products.

Statistical tool to be used: Chi-Square Test

Inference: Table-2 shows that the Pearson Chi Square value is 23.472 for 12 degrees of freedom with a significance value of 0.024 (p < 0.05). so, the null hypothesis is cannot be accepted and the alternative hypothesis is accepted. Hence it is inferred that there is a significant association between price satisfaction and the spending power of the respondents towards the Bata products.

There is a significant association between the price satisfaction and the spending power of the respondents towards the Bata products.

Table-3: Satisfaction level and the continuous buying of the Bata Products

Satisfaction level of the respondents	Respondents opinion regarding continuous buying of the Bata products			Statistical inference
	Yes	No	Total	
Highly satisfied	16	0	16	$X^2 = 21.253$ DF = 4 0.000<0.05 Significant
Satisfied	43	26	69	
Neutral	2	8	10	
Dissatisfied	1	3	4	
Highly dissatisfied	0	1	1	
Total	**62**	**38**	**100**	

Source: Primary data

Table shows that among the 100 respondents, 62 respondents are continuously buying the product and a maximum of 43 respondents are satisfied with the Bata products, 16 respondents are highly satisfied with the Bata and they continuously buying the Bata products. Two respondents are neutral about the product and one respondent is dissatisfied with the Bata product. 38 respondents are not continuously buying the product, a maximum of 26 satisfied with the Bata product and they are not continuously buying the Bata products.

Finding

A maximum of 69 per cent of the respondents are satisfied with the Bata products among this 43 per cent of the respondents are continuously buying the Bata products.

A minimum of only one per cent of the respondent is highly dissatisfied with the Bata product and they are not continuously buying the Bata products.

Testing of hypothesis:

Null hypothesis: There is no significant association between the satisfaction level and the continuous buying of the Bata products.

Alternative hypothesis: There is significant association between the satisfaction level and the continuous buying of the Bata products.

Statistical tool to be used: Chi- square test

Inference: Table-3 shows that the Pearson Chi square value is 21.253 for 4 degrees of freedom with a significance value of 0.000 ($p < 0.05$). So, the null hypothesis is cannot be accepted and the Alternative hypothesis is accepted. Hence it is inferred that there is a significant association between satisfaction level and the continuous buying of the Bata products.

There is a significant association between the satisfaction level and the continuous buying of the Bata products.

Conclusion

Bata is a very famous brand. They provide quality products. Users of the Bata products are satisfied with the quality, guarantee period, packaging etc. But the price of the Bata products considered to be high and this is a limitation of the Bata products and it will reduce the growth of the company. Therefore, it is suggested that they have to reduce the price of the products for more sales and turnover. More promotional activities such as advertisement, gift offers, discount offers can improve the sales.

References

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2. Rajdeep Singh (2016). Factors affecting brand loyalty in the footwear industry: A study on Ludhiana district. *International Journal of Research - Granthaalayah*, 4: 139-149.

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