CHAPTER VI

SUMMARY OF FINDINGS, CONCLUSION AND POLICY IMPLICATIONS

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SUMMARY OF FINDINGS, CONCLUSION AND POLICY IMPLICATIONS

6.1 Introduction

The present study has been accomplished in four stages. At the first stage, the background of the respondents and their personality and brand personality were discussed. It is followed by the discussion on the various antecedents of brand loyalty behaviour among the respondents and the association between the profile of the respondents and their view on various antecedents. At the third stage, the level of brand loyalty among the respondent was measured with the help of its components and also the measure of various types of brand loyalty. At the final stage, the linkage between personality, brand personality, antecedents of brand loyalty behaviour, and various types of brand loyalty behaviour had been evaluated.

The confined objectives of the study are i) to exhibit the profile of the respondents, ii) to measure the brand personality among the respondents, iii) to analyse the various antecedents of brand loyalty behaviour among the respondents, iv) to examine the level of brand loyalty among the respondents, v) to evaluate the various types of brand loyalty existing among the respondents, vi) to examine the impact of brand loyalty factors on the level of various types brand loyalty, and vii) to summarise the findings of the study, conclusion and policy implications.
In order to fulfill the objectives of the study, Kanniyakumari District was purposively selected. The sample was determined as 562 respondents with the help of the formula $n = \left[\frac{Z\sigma}{D}\right]^2$. The stratified proportionate random sampling was adopted to distribute the 562 samples in the district population. A pre-structured interview schedule was prepared and pre-tested to collect the data from the respondents. The final draft of the schedule was used to collect the primary data. The collected data was processed with the help of appropriate statistical tools. The results of the analysis were discussed in the previous chapters. The summary of findings, conclusions and policy implications are discussed in this chapter.

6.2 FINDINGS OF THE STUDY

1. Descriptive statistics

The important nativity among the respondents is urban. The dominant age group among the respondents is 30 to 40 years and less than 30 years. The most important age group among the female and male respondents is 30 to 40 years. The dominant gender of the respondents is male. The important levels of education among the respondents are under-graduation and post graduation level. The important occupational patterns among the respondents are agriculture and Government employment.

The dominant monthly income groups of the respondents are Rs.40001 to 50000 and Rs.30001-40000. The most important monthly income groups
among the male and female respondents are Rs.30001 to 40000 and Rs.40001 to 50000 respectively. The level of monthly income among the female respondents is higher than that of the male respondents.

The important family size of the respondents is 3 to 4 and less than 3 members. The most important family size among the male and female respondents is 3 to 4 members. The family size of the male respondents is greater than that of the female respondents.

The important numbers of earning members per family among the respondents are two and one. The most important number of earning members per family among the male and female respondents is two.

The important family income per month categories among the respondents are Rs.40001 to 60000 and Rs.60001 to 70000. The most important income group among the male and female respondents is Rs.40001 to 60000. The family income per month among the female respondents is higher than the family income among the male respondents.

2. Experience in buying FMCGs

The important years of experience in buying FMCGs among the respondents are 11 to 15 years. The most important years of experience among the male and female respondents are 11 to 15 years. The important years of experience with the present brands in FMCGs among the respondents are 12 to
16 and 7 to 11 years. The most important years of experience in using the present brands of FMCGs among respondents, is 12 to 16 years. The important number of brands kept in the present purchase of FMCGs among the respondents is more than three brands. The numbers of brands kept in the present purchase of FMCGs is identified to be higher among the female respondents than among the male respondents.

3. Personality of the respondents

The level of personality among the respondents is measured with the help of factors namely extraversion, agreeableness, conscientiousness, neuroticism and openness. The level of personality traits among the male respondents is higher than the female respondents. The significant different among the two groups of respondents has been noticed in their level of extraversion, agreeableness, conscientiousness, neuroticism and openness.

4. Decision maker and buyer in FMCGs market

The important decision-makers in the selection of brand of the FMCGs among the male respondents are self and children and spouse. The most important decision makers among the female respondents are both self and spouse. The important buyers of selected branded FMCGs among respondents are all three namely self, spouse and children. The most important buyers among the male and female respondents are children, self and spouse.
The important nature of brand selection in various FMCGs among the respondents is different brand in different product line and different brand in different FMCGs. The most important nature of brand selection among the two groups of respondents is different brand in different product line.

5. Reasons for choosing a brand

The important reasons for choosing a particular brand in FMCG among the female respondents are ‘shop keeper’s advice’ and ‘positive word of mouth’ whereas among the male respondents, these are ‘reputation of the company’ and ‘reliability of the brand’. The significant difference among the two groups of respondents has been noticed in their view on seven out of the 10 reasons for choosing a particular brand in FMCGs.

6. Brand personality among the respondents

The brand personality of the respondents has been determined by materialism, innovativeness, impulsive buying, extended self, variety seeking, social character, novelty-seeking, brand personification and value on the brand. The included variables in the above said brand personality factor explain it to a reliable extent. The highly possessed brand personality factors among the female respondents are impulsive buying and value on the brand, whereas among the male respondents, these are novelty seeking and variety seeking behaviour. Regarding the possession on various brand personality factor, the significant difference among the two groups of respondents has been noticed in the case of six factors out of seven factors in it.
7. Antecedents of Brand loyalty

The important (factors) antecedents of brand loyalty behaviour included in the present study are brand awareness, brand association, perceived quality, switching costs, perceived value, brand trust, brand affect, brand quality, attitude of advertising and distribution intensity. The highly viewed variable in brand awareness among the female respondents is “comes first in my mind” whereas among the male respondents, it is ‘easily reliable brand’. The significant difference among the two groups of respondents has been noticed in the case of two out of the four variables in brand awareness. The included four variables in brand awareness explain it to a reliable extent. The level of brand awareness is identified as higher among the male respondents than among the female respondents.

The highly viewed variable in brand association among the female respondents is ‘this brand is very trust worthy’ whereas among the male respondents, it is ‘this brand is safe to use’. The significant difference among the two groups of respondents has been noticed in eleven variables out of the fourteen variables in brand association. The included 14 variables in brand association explain it to a reliable extent. The view on brand association among the male respondents is higher than that among the female respondents.

The perceived quality of the brand is studied with the help of five variables. The variables in perceived quality explain it to a reliable extent. The
highly viewed variable in perceived quality among the female respondents are ‘This brand is better in all sense’ whereas among the male respondents, it is ‘I found the information related to this brand easily’. Regarding the view on variables in perceived quality, the significant difference among the two groups of respondents has been noticed in all five variables. The level of view on perceived quality of the brand is higher among the male respondents than that among the female respondents.

The highly viewed variable in switching costs among the female respondents is ‘It could be a hassle switching to another brand’. Among the male respondents, it is ‘switching leads to more learning’. The significant difference among the two groups of respondents has been noticed in their view on all seven variables. The included variables in switching costs explain it to a reliable extent. The level of view on switching costs is higher among the female respondents than that among the male respondents.

The respondent’s view on value on the brand has been measured with the help of five variables. The included five variables in ‘value on the brand’ explain it to a reliable extent. The highly viewed variable in value on the brand among the female respondents is ‘this brand creates a strong faith on it’. Among the male respondents, it is ‘this brand provides many added values’. The significant difference among the two groups of respondents has been noticed in their view on all six variables in it. The level of view on the value
on the brand is higher among the male respondents than among the female respondents.

The highly viewed variable in brand trust among the female respondents is ‘performs as promised’ whereas among the male respondents, it is ‘right from the first trial onwards.’ The significant difference among the two groups of respondents has been noticed in the case of all six variables in brand trust. The included variables in brand trust explain it to a reliable extent. The level of view on brand trust is higher among the male respondents than among the female respondents.

The highly viewed variable in brand-affect among the female respondents is ‘expectation is fulfilled by this brand’. Among the male respondents, it is ‘usage of the brand is apt to me’. Regarding the perception on the variables in brand affect, the significant difference among the two groups of respondents has been noticed in all four variables in it. The included four variables in brand affect explain it to a reliable extent. The level of view on brand affect is identified as higher among the male respondents than among the female respondents.

The level of view on brand quality is measured with the help of six variables. All the six variables in brand quality explain it to a reliable extent. The highly viewed variables in brand quality, among the female respondents are ‘this brand is fresh’ and ‘this brand is pleasing’ respectively. Among the
male respondents, it is ‘personally fits me’. The significant difference among the two groups of respondents has been noticed in all six variables in brand quality. The level of view on brand quality is higher among the male respondents than among the female respondents.

The highly viewed variable in ‘attitude towards advertising’ among the female respondents is ‘impressed by the advertisement of the brand’. Among the male respondents, these are ‘impressed by the advertisement of the brand’ and ‘distinctive advertisement.’ The significant difference among the two groups of respondents has been noticed in all five variables in the attitude towards advertising. The included five variables in ‘attitude towards advertising’ explain it to a reliable extent. The level of attitude on advertising of the brand is higher among the male respondents than among the female respondents.

The highly viewed variable in distribution intensity among the female respondents is ‘constant availability of the brand’ whereas among the male respondents, this is ‘saves time to identify the brand’. The significant difference among the two groups of respondents has been identified in all the five variables in distribution intensity. The included variables in ‘distinction intensity’ explain it to a reliable extent. The level of view on distribution intensity is higher among the male respondents than among the female respondents. The highly viewed antecedents by female respondents are
‘distribution intensity’ and ‘switching costs’ whereas regarding the male respondents, these are ‘brand awareness’ and ‘brand quality.’ Regarding the view on antecedents, the significant difference among the two groups of respondents has been noticed in all the 10 antecedents.

The important discriminant antecedents of brand loyalty behaviour among the male and female respondents are brand association and perceived quality which are more highly perceived by the male respondents than by the female respondents.

The brand loyalty behaviour among the respondents is measured by seven factors namely product quality, style, brand name, store environment, service quality, promotion and price of the brand. The highly viewed variable in product quality in the brand among the female respondents is ‘the size of the products fits me very much’ whereas among the male respondents, it is ‘The materials in the brands are comfortable’. Regarding the view on the variables in product quality, the significant difference among the two groups of respondents has been noticed in their view on all the four variables in the product quality of the brand.

The highly viewed variable in ‘style of the brand’ among the female respondents is ‘trendy and fashionable’. Among the male respondents, this is also ‘trendy and fashionable’. Regarding the view on variables in style of the
brand, the significant difference among the two groups of respondents has been noticed in all the four variables in style of the brand.

Among the male respondents, the highly viewed variable in brand name is ‘brand reflects my own personality’ whereas among the female respondents, it is ‘brand name attracts to purchase’. The significant difference among the two groups of respondents has been noticed in their view on all the four variables in brand name among the respondents. Regarding the view on the variables in store environment, the significant difference among the two groups of respondents has been noticed in the case of three out of the four variables in it. The highly viewed variable in store environment among the female respondents is ‘attractive interior display’. Among the male respondents, it is ‘attractive colour and music inside the store’.

The highly viewed variable in service quality of the brand among the female respondents is ‘friendly and courteous sales persons’ whereas among the male respondents, it is ‘neat appearance of the sales persons’. Regarding the view on variables in the service quality of the brand, the significant difference among the two groups of respondents has been noticed in the case of all four variables in service quality.

Among the female respondents, the highly viewed variable in promotion for the brand is ‘advertisement of the brand attracts me to purchase’ and among the male respondents, it is also the same. The significant difference among the
two groups of respondents has been noticed in the case of all three variables in it. The highly viewed variable in price of the brand among the female respondents is ‘provision of good value for money’ whereas among the male respondents, it is ‘increases in price does not hinder me from purchasing.’ The significant difference among the two groups of respondents has been noticed in the case of all the two variables in it.

The variables in each factor in brand loyalty behaviour explain it to a reliable extent. The highly viewed factors among the female respondents are ‘store environment’ and ‘brand name’ whereas among the male respondents, these are ‘service quality’ and ‘promotion of the brand’. Regarding the view on the factors, the significant difference among the two groups of respondents has been identified in the case of product quality, style, brand name, service quality, promotion and price.

The significantly associating important profile variables with the level of view on various factors of brand loyalty behaviour are age, level of education, monthly income; family income and years of experience in present brand. The important discriminant factors in brand loyalty among the female and male respondents are service quality and product quality of the brand which are more highly perceived by the male respondents than by the female respondents.
8. Types of brand loyalty

The highly viewed variables in brand specific loyalty among the female respondents are ‘positive attitudes towards the brand’ and ‘liking to recommend’. Among the male respondents, this is ‘liking to recommend’. Regarding the view on variables in brand specific loyalty, the significant difference among the two groups of respondents has been noticed in the case of six out of nine variables in brand specific loyalty (BSL).

The highly viewed variable in ‘propensity to be brand loyal’ among the female respondents is ‘stick with a brand I usually buy’ whereas among the male respondents, it is ‘I rarely take chances’. Regarding the view on variables in ‘propensity to be brand loyal’, the significant difference among the two groups of respondents has been noticed in the case of all seven variables in it.

The highly viewed variables in retail brand loyalty among the female respondents are ‘I say positive things about the brand to others’ and among the male respondents; also it is ‘I say positive things about the brand to others.’ Regarding the view on the variables in retail brand loyalty, the significant difference among the two groups of respondents has been identified in the case of all four variables in retail brand loyalty.

The highly viewed variable in manufacturers’ brand loyalty among the female respondents is ‘care for which particular brand of product I buy’ whereas among the male respondents, it is ‘buy only my favorite brand of the
product.’ Regarding the view on variables in manufacturers’ brand loyalty (MBL), the significant difference among the two groups of respondents has been noticed in the case of all four variables in it.

The highly viewed types of brand loyalty among the female respondents are ‘retail brand loyalty’ and ‘propensity to be brand loyal’ whereas among the male respondents, these are ‘retail brand loyalty’ and ‘propensity to be brand loyal’. Regarding the level of brand loyalty, the significant difference among the two groups of respondents has been noticed in all four types of brand loyalty.

The significantly associating profile variables with the level of brand loyalty among the respondents are their age, monthly income, family income, and years of experience in using the present brands. The important discriminant brand loyalty types among the female and male respondents are ‘manufacturers’ and ‘retail brand loyalty’ which are higher among the female respondents than among the male respondents.

9. Impact Analysis

The significantly and positively influencing personality traits on the level of brand loyalty among the male respondents are extraversion, neuroticism and openness whereas among the female respondents, these are nil
The significantly and positively influencing brand personality traits on the level of brand loyalty among the female respondents are impulsive buying, social character and value on the brand whereas among the male respondents, these are innovativeness of the brand, extended self, variety of the brand, novelty-seeking, brand personification and value on the brand. The changes in the brand personality explain the changes in the level of brand loyalty to a higher extent among the male respondents than among the female respondents.

The significantly and positively influencing antecedents of brand loyalty on the level of brand loyalty among the female respondents are their level of brand awareness, switching costs, brand trust, attitude on advertising and distribution intensity whereas among the male respondents, these are their level of brand association, perceived quality, brand trust, brand quality and distribution intensity. The changes in the level of view on the antecedents of brand loyalty explain the changes in brand loyalty to a higher extent among the male respondents than among the female respondents.

The significantly and positively influencing factors on the level of brand specific loyalty among the female respondents are the style of the brand, brand name, promotion of the brand and price of the brand whereas among the male respondents, these are product quality, style, brand name and service quality of the brand. The changes in the view on the factors in brand loyalty explain the changes in the brand specific loyalty to a higher extent among the male respondents than among the female respondents.
The significantly influencing factors on the level of pension to be brand loyal among the female respondents are store environment, promotion and price of the brand whereas among the male respondents, these factors are product quality, style, brand name, and service quality of the brand. The changes in the view on the level of factors in brand loyalty explain the changes in their pension to be brand loyal to a higher extent among the male respondents than that among the female respondents.

The significantly and positively influencing factors on the level of retail brand loyalty among the female respondents are style, store environment, service quality and price of the brand whereas among the male respondents, these are product quality, brand name, store environment, and service quality of the brand. The changes in the level of factors in brand loyalty, explain the changes in retail brand loyalty to a higher extent among the male respondents than among the female respondents.

The significantly and positively influencing factors on the level of manufacturers’ brand loyalty among the female respondents are the brand name, promotion and price of the brand whereas among the male respondents, these factors are product quality, brand name and service quality of the brand. The changes in the level of factors in brand loyalty explain the changes in the level of manufacturers’ brand loyalty to a higher extent among the male respondents than among the female respondents.
6.3 CONCLUDING REMARKS

The level of brand loyalty towards the FMCGs is higher among the male respondents than among the female respondents. The important antecedents influencing the brand loyalty behaviour among the respondents are the level of brand awareness, brand association, perceived quality, brand trust, brand quality and distribution intensity. The important factors influencing the level of brand loyalty behaviour among the respondents are product quality, style, brand name, service quality and promotion of the brand. The level of retail brand loyalty is higher compared to the other three types of brand loyalty among the respondents. The brand loyalty also depends upon the brand personality and personality of the respondents which are having a positive linkage. The profile of the respondents is significantly associating with their level of brand loyalty behaviour among the respondents. The study concludes that the required marketing strategy to generate brand loyalty among the female respondents is different from that of the male respondents. Hence, the marketers should study the brand loyalty behaviour among the respondents a segment-wise pattern and then formulate appropriate brand loyalty strategies in order to succeed in the FMCGs market.

6.4 POLICY IMPLICATIONS

Based on the findings of the study the following recommendations are made.
1. Research cell for customers’ analysis

The brand managers of the product or product line are advised to measure the level of brand loyalty and also its consistence among their customers. They should be advised more on the respondents’ research. In the case of FMCGs, the brand loyalty may vanish at any time because of the nature of frequent purchase. The brand manager should establish one separate cell to measure their customers’ expectations from their brand on up to date basis.

2. Linkage between antecedents of brand loyalty and marketing strategy

The study on the antecedents of brand loyalty is more important than that on the level of brand loyalty. The present study has identified some important antecedents. The most important antecedents among them are brand awareness, perceived quality and brand quality among the respondents. The brand manager is advised to focus on the above said antecedents initially. They have to formulate an appropriate marketing strategy to establish the above three and focus on brand loyalty.

3. Differentiated Brand Programmes

Since the views on the antecedents of the brand loyalty behaviour among the two groups of respondents are different from one another, the marketing/brand manager should be advised to develop differentiated marketing/branding programmes among the different groups of customers at the same time.
4. Gender discrimination

The level of loyalty on the FMCGs is comparatively less among the female respondents than among the male respondents. This might be because of the education, financial background, knowledge on brands, the perception and attachment with a brand among them. The brand managers are asked to generate appropriate marketing programmes which are suitable to the female and male customers in order to prepare them to be loyal to a particular brand of FMCG.

5. Product/Service Quality Focus

Since the highly rated components of brand loyalty among the respondents are the product quality, service quality and promotion of the brand, the marketing/brand manager should improve the above said factors in order to conquer the customers’ mind initially. They should take appropriate measures to establish a good image of a particular brand regarding product/service quality and promotion.

The level of rating on the factors in brand loyalty among the female and male customers are different. There is a need for different marketing strategies to increase the brand loyalty among the two groups of customers. For example, the price approach is suitable to the female, whereas the store environment may be suitable to the male customers.
6. Selection of type of brand loyalty

While establishing brand loyalty, the marketers should think of the various types of brand loyalty to be generated. It is more important because it is not possible to generate all four types of brand loyalty simultaneously. The brand managers have to decide what should be generated first and what should be the next. If they do it one by one, they may achieve the goal.

7. Personality analysis

Since the important influencing personality traits of the respondents on their brand loyalty behaviour are their level of extraversion, neuroticism and openness, the brand managers should study about the various personality traits of the customers first and then decide which product under which brand name is suitable to them. Then only they can attain their objective in an easy manner.

8. Brand Personality analysis

The brand personality among the respondents is strongly related to their loyalty behaviour. The important brand personality factors are extended self, variety of the brand, novelty-seeking and value on the brand. The development of the brand personality among the respondents is the gateway for generating brand loyalty among the respondents. Hence, the brand managers are advised to concentrate on the above said factors to establish loyalty of their brand.
6.5 SCOPE FOR FUTURE RESEARCH

The present study may provide a base for several future researches. The study on brand loyalty among the different respondent segments may be studied in future. A comparative study on brand loyalty in the case of consumer durables and non-durable goods may be examined as a separate study in the near future. The mediator role of respondents’ satisfaction in between the antecedents of brand loyalty and loyalty behaviour among the respondents may be examined in future studies. The correlation among the service loyalty, brand loyalty and respondents’ loyalty may be analysed as a separate study. The scope of the study on brand loyalty may be extended to the state and nation in the future research work.