BRAND LOYALTY IN CONSUMER GOODS—A STUDY OF URBAN AND RURAL PUNJAB

An Abstract
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Abstract

After 1991, Economic Reforms, brought far reaching changes in the Indian economy and Indian market became the cynosure of the world. In this changed perspective, there was need to study the Consumer Markets and to see how consumers are reacting to it. In this context, a study was carried out to ascertain the brand loyalty in the state of Punjab and 600 urban and rural respondents were surveyed through structured questionnaire.

First, the attitudinal brand loyalty of the buyers was ascertained through Confirmatory Factor Analysis and SEM and brand loyalty was categorized into four types. Then the behavioural loyalty was ascertained through run test and it was categorized into three types. The relationship between these two types of loyalties was assessed using Kendal tau Correlation and reconfirmed through Correspondence Analysis, but it yielded negative results. Thereafter, the results of behavioural loyalty categories were taken into consideration for rest of the analysis as behavioural loyalty reflected actual behaviour.

The first objective “the existing extent of brand loyalty among buyers” was analysed with repeated ANOVA and paired t-test; second “to analyze the relation between the brand loyalty and the elements of marketing of FMCG companies was analyzed with Chi-square test of association, third was to find the difference that exist in the extent of brand loyalty with respect to urban and rural markets by t-test, fourth was to scrutinize the relationship between the extent of brand loyalty and socio-economic background of buyers with the help of GLM analysis and fifth was to ascertain the difference in brand loyalty among the brands having different competitive strategies with Chi-square test of association.