CHAPTER III

CONSUMER BEHAVIOR AND BRAND LOYALTY - A THEORETICAL FRAMEWORK AND OVERVIEW

3.1 Introduction:

A brand should craft and build a product in such a way to make it more relevant, effective and meaningful for the target consumers. As per Theodore Levitt (1980) the brand must improve the product much above the basic generic level of it. When a product comes off the assembly line first, it inclines to be just an idle physical object and not meant to satisfy customers completely. But what customers look for, is the total benefit of a product through the solution it provides to the crisis of a consumer, through the emotional and rational justification of the psychological query of the person and at that level product fails to meet the sense of deprivation in the consumers’ mind. Hence a consumer tends to justify both rational and emotional dimension of the physical product through its complete packages and not only through the product itself. It should reflect the image of the consumer’ self concept for long term psychological relationship between the buyer and the product. Thus branding becomes vital aspect of consumer behaviour, as going beyond the purview of the physicality of the manufactured product. It is the product with symbolic and psychological benefits to a consumer to connect correctly with the problem solution and augmentation to all extent. Branding takes the product into a perceptual realm by incorporating what it is meant for and what problem the consumer is into, as a composite whole in order to make it more momentous to the buyer. Branding gives customers reasons to buy and perhaps could be a reason to stick to it for the coming future period.

It is a connecting tool, through which customers connect with products they recognize with. The brand has gone far beyond, that detains the physical aspects of the product. For an example, the latest version of iphone is not only a phone to its owner. The brand is all about user’s image, prestige and luxury. It is not only a talking device but a way of identity; to classify them into a distinct category as a buyer. A brand is a bundle of utility or reason based value delivery. Along with that, it is a vehicle to deliver emotion based psychological satisfaction, since a brand provides reasons for customers to buy it, either through product aspects or psychic aspects or both.
3.2 Consumer Behavior- Theoretical Frame work

3.2.1 Consumption:-

According to the basic concept of consumer behavior, consumption is the process of buying and using and finally disposing the product remainder (Belch and Belch, 2004; Omar, Hussein, 1979). The process should not ideally deliver any residue or left over or remnants, if it has satisfied the specific purposes. Though in most of the practical cases, it produces residues. Hence the quintessential components of consumption are:

1. Buying
2. Usage
4. Disposal
5. Inability of the remnant to satisfy other needs or the specific need.

3.2.2 Consumers:-

Consumers can be of two types:-A) Final Consumers , who are buying a product for personal usage and B) Industrial Consumers, who are buying the product either for business purposes or organizational usage. Both the types vary drastically from each other in their behavior, nature, choice of products, factors affecting them and in every other context, connected with their buying behavior.

3.2.3 Consumer Behavior:-

As already mentioned the term consumer has got many layers and is not easy to understand, since it is the foremost important target and starting point of marketing a product and service. Thus the vital role of consumer is as a decision maker to make a purchase decision and hence, purchase decision of the consumer is the most vital task to play in the consumption process of the item. Therefore, consumer behavior could be defined as the series of activities in buying, evaluating, using and disposing the product (Wilkie and William, 1990). The definition has got some underlying assumptions:
1. The decision making process could be achieved individually or collectively. While buying a book or dress material could be a personal individual decision, deciding on a holiday trip might be a collective decision.

2. The process of consumer behavior consists of physical and mental activities. While travelling, shopping and talking to salesmen are example of physical activities, evaluating, comparing, information analysis are example of mental activities.

3. Consumer behavior is goal oriented activities seeking to satisfy unfulfilled needs.

4. Consumer behavior is based on two types of factors, namely, motives (internal factors of motivation) and incentives (external factors of motivation). The motives or internal factors of motivation are shown through figure 3.1 below:

![Motives Diagram](image)

Figure 3.1: Showing Buying Motives.

5. Consumer behavior includes many activities like: A) thinking about a product and service B) Examining and evaluating product and service indoor and outdoor advertisements and other forms of information on commercial, broadcasting and social media as well as on print media C) Discussing issues with peers, friends, family, and known people D) Making purchase decision E) Visiting stores to check visual merchandising F) Evaluating and comparing products and services G) Finalizing Purchase decision.

6. Consumer behavior goes through three main consecutive steps: A) Pre-purchase Decision B) Purchase Decision and C) Post –purchase Decision.
The first step i.e. pre-purchase decision, involves thinking about the available offerings, comparing properties, evaluating information, consultation with in-store and out of the store people. In the second step i.e. in purchase decision phase, actual buying happens in the physical store or online selling points. The third step is post purchase evaluation to justify whether the buying decision is right or wrong, based on the consumer delight, satisfaction and dissatisfaction.

7. Consumer behavior varies according to the time taken for purchase and the steps followed for purchasing. If the time period of purchase is very short, the consumer may skip some of those steps to reach the final stage of purchase decision. But two steps are quite difficult to skip: one is purchase decision and the next one post purchase behavior. Skipping steps are more inevitable in case of impulse buying and low cost products.

8. Consumer behavior includes different roles as in the participation process like Initiator, Influencer, Gate Keeper, Influencer, Buyer, Decision Makers, and Users etc. though the most vital roles are of decision makers and users.

9. Consumer behavior is influenced by various external factors, which are shown through figure 3.2:

![Figure 3.2: Showing External Factors Influencing Purchase Decisions.](image-url)
3.2.4 Consumers’ Decision Making Process for Products and Services:

Consumer after doing mental calculations using heuristics about product variation; carries on to the next level of market. The consumer confronts a hierarchy of choices to actually elevate to the level of brand preference. These brand preference decisions are crucial to the marketers, since that navigates the customer to choose a product of a particular company, excluding the rest of the choices. The importance of the facet compels the marketers to adopt a consumer centric approach. From the purview of brand enhancement, it is necessary to understand how customers arrive at definite point of brand preference. The brand is bound to accomplish roles, responsibilities and challenges that are personified with it by the consumers. The cognitive standpoint of a consumer proposes that consumers’ active involvement with the external environment helps in building up cognitions and affects purchasing decisions to every possible extent. The perception and information processing capabilities are used to understand fresh information to reach the point of purchase decision. The centre of decision making is the integration procedure by which evaluation of alternatives and selection happens. The result of this procedure is the brand preference.

A revolutionary structure, demonstrating the decision making process, emphasizes that it incorporates the following five consecutive stages: problem recognition, search for a satisfactory solution, evaluation of alternatives, purchase decision and post-purchase evaluation (figure 3.3).

3.2.4.1 Problem Recognition:

It is a state of affairs, when an incongruity between an ‘existing state’ of affairs and a ‘desired state’ of affairs is registered, in a consumer’s mind and it gives a sense of deprivation to the consumer. This apparent incongruity comes to the consumer as a problem or a crisis. This apparent sense of deprivation could lead to two types of problems or need recognition style among the consumers. First one is ‘actual state’, where consumer recognizes problem when the product actually fails to perform its supposed function and hence a sense of deprivation. The second type is ‘derived state’, where a desire for something new, triggers decision making for a new purchase. However sometimes, need recognition could be assisted by the awareness and exposure to the products and services as new brands and reliable brands to be purchased.

3.2.4.2 Search for Information:

Once the problem is identified by a consumer, the need recognition stage is complete and he or she transcends into in the next stage of decision making. The search for a suitable potential solution requires gathering of pertinent information about alternative and
competitive products and services in the forms brands or generic products. The evaluation cannot be finished without sufficient information about the alternative products and services. In a few cases, the consumer may depend on internal memory search for information, where the products are economic, much used by the buyer, and do not have much varieties in the market place. But in most of the cases it is based on external information search, using sources like indoor and outdoor advertising, sales people, in-store signage etc. The information search stage is vital for the marketers, since it gives ample opportunities to the marketers to connect with their customers for projecting their own brands. The result of the information search is awareness about a variety of brands. The brands, which customers get to know, are generally, accessible in the market are available in a meticulous order. This cognitive knowledge of brands facilitates the consumer in brand preference process, ultimately taking them closer to final purchase decision.

3.2.4.3 Alternative Evaluation:

The consumers’ evaluation of the preferred alternatives in the considered set is based on their beliefs about the penalty of buying those products or brands and the opportunity cost. The specific cost benefit heuristics are explored to evaluate and choose among preferred alternatives and are called evaluative criteria. Alternatively, the evaluative criteria are the set of standards that consumers utilize to compare product and services in the form of preferred brands. The evaluate criteria may be founded on abstract values that consumers seek from their buying. But generally consumers use brand attributes information to make evaluations. A consumer inclines to have beliefs about brands on these facets of attributes, penalties and values, along with opportunity cost. This set of beliefs about various brands make up brand image.

A consumer’s choice represents selection of a brand which comes closest to what he is looking for, through his own evaluating criteria for the category of chosen products.

3.2.4.4 Purchase Decision:

The purchase decision is the final culminating point of the decision making process. Once a preference has been finalized, the consumer enters into the buying stage of the product or service. Though the decision making process does not cease with the act of purchase. This step only involves zeroing down on a final product or service for monetary transaction to own that peculiar item (Engel et al., 1995).

3.2.4.5 Post-purchase Behaviour:

After the purchase process and usage, consumers go through the post-purchase evaluation stage to justify the decision of buying, what they have already made.
The post-purchase evaluation process engages in the comparative analysis of the expectations and perceived performance of the product or brand. There are four possibilities at this stage. First, there is no incongruity between expectations and perceived performance. It gives the consumer neutral feelings. Second, performance excels expectations. In this situation the customer feels satisfied, and thirdly, performance falls below expectations. This leaves the consumer dissatisfied. Finally, if the performance is much higher than the expected level of performance, the customer reaches a point of delight, ensuring a repeat purchase of the same product or service.

3.2.4.6 **Brand Selection:**

A brand marketer’s interest is accomplished when the consumer selects and buys the brand and sticks to it with longer period of time. A brand fails when it gets eliminated in the process and in the due course of time if not met with the changing taste and preferences of the target customers.

Therefore, the supreme challenge faced by the brand marketer is to know how to survive in each stage of decision making and ultimately how to compel the customer to buy his brands and to maintain the brand loyalty. What is crucial, therefore, is that consumer decision process is to be identified and tasks therein are to be prudently handled. Consumers, take decisions based on reason in order to solve their problems. The linear decision making process has been the only standard explanation of consumer buying for a very long period of time.

It was believed that consumers always move successively from one stage to the other to solve their buying problem or crisis, but there are many reported cases of skipping the stages. It was proposed that many consumers’ purchases are driven by purchase decision making, without involving rest of the steps. That is, there is a possibility of buying without cognitive involvement. Secondly, the series available in a decision making model may not be followed in a linear style; one after the other in a sequential manner i.e. the consumer may alter the series. The decision making point of view, which was, in general conventional rationalization of consumer purchase process, begun to be sceptical and doubtful about its utility in the late seventies for its incapability to answers to all types of buying, including impulse buying process. Finally the two acceptable vital steps are to be present in all types of purchase process as purchase decision and post purchase behaviour.
3.2.5 Models of Consumer Behaviour:

Social scientists, Economists, psychologists and sociologists have done manifold researches to interpret and explore consumer behaviour. Consumer behaviour approaches could be categorized into two types: A) Traditional or Micro Approach and B) Comprehensive or Macro Approach.

3.2.5.1 Traditional or Micro Approach:

There are four traditional or Micro Approaches:

1. Economic Model:

This model was first developed by one of the Economists. According to Angeletos et al. (2001), Adam Smith (1776) developed this concept to explain individual and collective behavior through self utility concept. In this process irrespective of the fact, whether he is a producer or a consumer of the goods, he tries to maximize his self-utility, while minimizing his sacrifice. It could be referred as marginal utility. This is later modified by Alfred Marshal and is known as Marshal Model or Economic Model of Consumer Behavior, where consumer is considered to be a wise, rational individual, who could estimate every step of purchase very accurately and logically finding maximum utility out of the buying decision, based on the fact that the product he tends to buy is the best in the market (Biswa, 1977). Though, the model does not hold much of scientific explanation and many economists differ from the concept of this model, since according to them, it is not possible for human to make perfectly rational judgment all the time. Rather, in practical scenario, a man himself is influenced by many external factors and internal biases and hence ends up using heuristics to buy a product.
2. **The Pavlov Model:**

   The inadequate explanations of economists, led behavioral scientists and psychologists to put forth their considerations much ahead of the economic thinking of buying behavior and hence there is a need to put emphasis on the consideration of Russian scientist Ivan Pavlov, who worked on ‘Classical Conditioning’ or ‘Conditioned Reflex Experiments’ (Schiffman et al. 2008; Solomon et al.,1999). He tried to explain a man’s behavior through the signalling of his nervous system, rather than being logical about the decision.

   The model has got four constituents:

   i) There should be a need or motive behind every purchase decision. The motive could be a primary motive or a secondary or acquired motive, working as internal factor for motivation. Primary motives are all present in a human since the time they are born and do not need any learning behavior behind these motives, viz. Hunger, sleep, thirst, clothing etc. Primary motives are generally genetically driven. But secondary or acquired motive are learnt from the society, which takes care of the child’s upbringing. These are all triggered by external environment like family, surroundings etc. For example dressing sense, food habit etc could be result of acquired motive.

   ii) Attribute and implication of buying a product, involving cost-benefit analysis.

   iii) Response or behavior, during the actual buying of a product.

   iv) Reinforcement of the buying decision, when the consumer is purchasing goods by justification of the decision. He should consider the product to be the best in the following buying situation. He must presume that, by buying the product he should achieve his goal and the product should be of the quality, he expects it to be.

3. **The Freud Model:**

   This model explains human purchase behavior from a pure psychological and utilitarian perspective, where human behavior is primarily guided by psycho-sexual motives and assumptions, unlike behavioral aspects of Pavlov Model (Kotler, 2000). This model also claims the purchase behavior of any human is connected with the psychosexuality of the man, since his childhood. Though the universal acceptance of the concept is not beyond doubt, but in case of marketing of a certain products or services, the concept is very much well applicable. While investigating human behavior based on psychological explanations and their mindsets motives, perceptions, learning, beliefs, values came as certain factors that psychologically influence vital human behavior and decisions like buying decisions.
4. **The Fiblin Model:**

Unlike Freudian concept of psycho-sexuality or psycho-somatic perspective, Fiblin Model has got social perspective. The Fiblin Model is based on Socio-psychological assumption, though Fiblin was an economist, he considered human race like a social being, unlike rest of economists. According to him, a man is constrained by his own sense of rationality and is not able to take his purchase decision independently and always under the influence of cultural, sub-cultural determinants and communication groups of day to day life and regular activities. Also he tries to incorporate his surroundings and level of aspirations to be considered into his buying decision, as a general tendency. He also considers rational and emotional buying motives like pride, fame, love for appearance etc. to incorporate in the considerations of the buying decision. According to Fiblin, the social class and the reference group cannot be same for all the people and should not be generalized. Hence there should be considerable differences in the decision making process and the influencers for the process, while considering different strata of buyers.

3.2.5.2 **Comprehensive or Macro Approach:**

These models are much more comprehensive in comparison to the economic, social, psychological models and many a times show the compiled impact of more than one variable.

1. **Howard –Sheth Model:**

This is one of the most comprehensive models of consumer buying behavior and generally considered as the integrative model for industrial buying behavior (Sheth, 1973). This model describes various motives of buying behavior and also known as didactic model of consumer behavior to select desired brands from the list of available alternative brands of products and services. It consists of three main elements:

   i) **Motivating Inputs:**

   These are influencing inputs to signify brand importance and symbolism. They are largely influenced by environmental factors along with social factors. Family, friends, peer group, reference group help to affect the level of brand significance to the buyer and these are part of social group. Mostly buyer learns the value of the brands from the social group. The environmental factors include marketing activities of the companies.

   ii) **External Factors:**

   These are some social variables beyond control of the consumers in short run, but could be controlled, when in long run. Some examples of this type could be social status, knowledge, buying significance, timing etc. These factors could be either positive or negative. When they act as positive factors, they tend to persuade consumer for re-buy, but if
they are negative, consumer try to refrain from further purchase of same product in future
time. Generally through these factors consumers try to justify their convenience, which would
favor their existence.

iii) Consequential Factors:

The hypothetical model of the factor consists of two variables, viz. Perception and
Learning.

A) Perception:

It deals with the information reception by five sensory organs of a man, then transfer
of that information for understanding and finally organizing that information in a form so that
the man can understand it, with a meaningful format for him. Perception will have three
aspects of it, which are shown in figure 3.4:

![Figure 3.4: Showing Elements of Perception.](image)

B) Learning:

It can be defined as a semi permanent change in a person’s behavior because of
acquired experience, knowledge, skills, information. Learning has got six elements, which are
shown in figure 3.5:

![Figure 3.5: Showing Elements of Learning.](image)
Figure 3.6: Showing Integrative Howard–Sheth Model of Consumer Behavior.

Figure 3.6 explains the Integrative Howard–Sheth Model of Consumer Behavior in a pictorial format incorporating the motivating and consequential factors and output of these.

2. The Engel-Kollat Blackwell model:

The Engel, Kollat and Blackwell Model, also referred to as the EKB model was stated to explain the rising body of knowledge/research relating to consumer behaviour. As a comprehensive model, it incorporates a range of machinery of consumer decision making and the relationships among them. The model went through many alterations, with effort to intricately upon the interrelationship between the various elements and sub-elements; and, finally another model was coined in the 1990s which came to be popularized as the Engel, Blackwell and Miniard Model (EBM) (Engel et al., 1995).

EKB model comprises of five parts, viz. information input, information processing, decision process stage, decision process variables, and external influences.
I. Information input:

The information input incorporates all types of stimuli that a consumer is subjected to and triggers a kind of behaviour. The consumer is subjected to a large number of stimuli both marketing (Advertising, Publicity or Public Relation, Personal Selling, Exhibitions like Trade Fair, In-Store Display, Point of Purchase Stimuli) as well as non-marketing sources (family, friends, peers); thus the variety of stimuli battle for consumer’s attention. These stimuli provide information to the customers and prompts their decision making process.

II. Information processing:

Stimuli received in the first stage incorporate most of the information; the information is then routed into evocative information. The stage contains consumer’s exposure, attention, perception/comprehension, acceptance, and retention of information. The consumer is exposed to stimuli (and the supplementary information); attention establishes to a certain level, which of the stimuli he/she will focus upon; thereafter he/she would understand and...
comprehend it and then he/she would acknowledge it in his short term memory and retain it by transferring the input to long-term memory.

III. Decision-process stage:

At any time during the information processing, the consumer could enter into this stage. At this phase, the model emphasizes on the five vital decision-process stages, viz., problem recognition, search, alternative evaluation, choice, and outcomes (post-purchase evaluation and behavior).

There is problem recognition; this is followed by a search for information, which may be internal or external information search. This internal search is based on memory. The search of information is also impacted by environmental influences. Thereafter, the consumer assesses the variety of alternatives; while evaluation, belief lead to the formation of attitudes, which in turn affect the purchase intention. The next stage is the choice and purchase, which gets impacted by individualistic and personal differentiation. In the end, there is an outcome, in the form of satisfaction and dissatisfaction. This outcome acts as a pointer on the input and impacts the same repetition of the process, again. Environmental influences, individual differences and social influences, in a straight way or a passive way, control each of the stages of the decision process. However, EKB proposed that it is not essential for every shopper to go through all the five stages; it would depend on whether the problem is an extensive or a routine problem-solving behavior.

IV. Decision process variables:

The model proposes that the individual factors that affect the various stages of the decision making process. Individual characteristics include constructs like demographics, motives, beliefs, attitude, personality, values, lifestyle, normative compliance, etc.

V. External influences:

The model also proposes certain environmental and situational factors or influences that affect the decision making process. The environmental factors or influences include ‘Circles of Social Influence,’ like culture, sub-culture, social class, primary and secondary reference groups, family and other normative factors. The situational factors or influences include consumer’s financial condition.

3. Nicosia Model:

This model is supposed to be the simplest version of all comprehensive models. The model deals with the interaction among the firms marketing communication, the attributes of the consumers, the consumer’s decision making process including search and evaluation
process along with actual decision process, the feedback of consumers to the firm. It is a dynamic model.

![Diagram showing Nicosia Model of Consumer Behavior](image)

Figure 3.8: Showing Nicosia Model of Consumer Behavior.

The first box from subfield one to sub field two represents the output of commercial message from the firm in the form of advertising or other forms of promotion and its effect on consumers. Subfield one represents product attributes (company’s communication to the targeted consumers). Subfield two represents consumer attributes (what the consumers interprets out of communication and other inputs). Company’s input (subfield one) creates certain attitudinal change in consumer, because of which evaluation of products and other alternatives take place (field two). If process results in motivation to buy, it becomes input for field three. Field three represents act of purchase. Act of purchase or non-purchase (action) is led by certain motivation, finally which would lead to consumption behaviour and the last field of the model i.e. feedback (field four).

### 3.3 Brand Loyalty - Theoretical Frame work

The last century saw a drastic change in the field of marketing in the form of paradigm shift which is known as the concept of brand. Marketers and academicians began to investigate the anatomy and role of brands with a deeper perspective to established products and services. One instant understanding that dawned was that a brand is more than a simple symbol giving identification and differentiation to a product. It is symbol, no doubt. But at a deeper level, it is an asset to the firm. Brand is clearly an asset competent of produce profit.
It is all about financial value of the product to the firm, either by adding or by deleting some of it. Tough brands radically improve profit earning of a firm. It is the financial point of view of the brand that led to the concept of brand equity. At the heart of the equity there is an argument: how does a brand produce greater financial outcomes for the proprietor? And the lesson is – to manage and protect brand, because it will perhaps be the most valuable asset in times to come. Brand equity has got five elements: 1) Brand Loyalty 2) Brand awareness 3) Perceived Quality 4) Brand Association 5) Other proprietary assets like Patents, trademarks etc. Out of these, Brand loyalty is a concern for the current research.

3.3.1 **Brand Loyalty:**

Brand loyalty has always been one of key aspects of research for marketers. A brand is respected for its ability to have a spectacular blow on a firm’s marketing performance. Loyalty provides padding against competitive battering. It also permits the chance to charge a premium for a brand. Earlier, brand loyalty was viewed merely from the point of view of a customer’s reaction or behaviour. Off let behavioural point of view is shared with attitudinal dimension in defining loyalty. One definition is that, where Brand loyalty has been defined as influenced behavioural outcome expressed over time by certain decision making unit, with respect to one or more alternative brands out of a set of such brands, and is a function of a level of psychological processes. Another definition of loyalty is proposed, as a set of behaviour, consisting of frequent purchases encouraged by a powerful internal disposition.

Thus, according to the two dimensional model of brand loyalty, loyalty has both behavioural and attitudinal dimensions to it. Loyalty is at the spirit of equity and is one of the important brand equity assets. Brand loyalty is not a dichotomous construct. It may operate at different levels. Five levels of brand loyalty can be distinguished, extending from committed buyer at one extreme to switcher or indifferent buyer at the other extreme, with the three other in-between states.

Each state implies a different kind of brand equity asset and different kinds of marketing confronts. At the lowest level, the indifferent buyer does not attach any meaning to the brand. The buying is done on a basis other than brand, like availability or price. These buyers are switchers and are indifferent to the brand. The second category of buyers consists of the ones satisfied with the brand. These buyers have no cause to switch but may actually switch given the stimulations from the competitors. These can be called ‘habitual buyers’. They are susceptible and can submit to benefits offered by the opposition. The third category of buyers is satisfied with the brand, though they have switching costs in terms of time, money, and risk. This category is somewhat secure owing to they would switch only when
competition is able to offer them switching costs. This set can be called ‘switching-cost loyal’ customers. In all these categories of customers, a virtually negligible element of attitudinal commitment to the brand is visible. They all signify different shades of behavioural loyalty. The fourth category of loyalty implies that the buyers like the brand. They tend to have some sort of emotional attachment to the brand. This attachment may get developed as the result of prolonged relationship or use experience or perceived high quality. People in this category consider a brand as a friend. It is an affect driven loyalty. At the next level of loyalty, the customers tend to be committed to the brand. The commitment is ‘an enduring desire to continue the relationship and to work to ensure its continuance’. Customers get committed to a brand, when the brand achieves personal significance for them. It happens, when buyers perceive it to be a part of them. They recognize with the brand. It becomes a medium of self expression. The strong identification may be based on functionality or images/symbolism that it implies loyal customers who would continue to buy the brand.

Brand loyalty stands for a future profit stream, with a constant source of revenue generation. It also entails smaller loss of consumers, by way of defection. Hence, firms with a greater proportion of loyal customers would have relatively lesser marketing costs and greater revenue. Brand loyalty is generally a function of product usage experience, whereas other brand equity assets like awareness, associations, and perceived quality may not be related with usage experience. However, these dimensions also contribute to loyalty. All brand equity dimensions tend to have causal relationships among each others. The cardinal basis of brand equity is to maintain existent customers as loyal customers to the brand. When customers are not loyal to the brand, the equity is not likely to exist. Customer loyalty is of strategic importance to the firm and hence it is an asset. That is why it has been used as the basis of this study. Loyalty adds value to the product through five ways: I) Brand Loyalty reduces marketing costs of the firm, because it costs much less to continue with the business with repeat customers than attracting new ones. Loyalty also imposes entry barriers on potential players as customers are not easily available to be captured. Other companies need to incur heavy switching cost to attract those loyal customers. II) Loyalty provides trade leverage. It is much easier to add shelf space, trade cooperation, etc., when a brand has a loyal customer base. III) It also allows a marketer to attract new customers because loyal customers signify assurance, confidence and faith in the brand. A prospect can more easily be converted into a customer when a brand has loyal followers. IV) Loyal customers provide the firm with lead time to respond to competitive moves. Loyal customers do not move quickly to such competitive endeavours, giving the firm the much needed time to effectively
counter competitive moves. V) Loyal customers themselves act as promotional avenues to the rest of the consumers through positive word of mouth and experience sharing.

3.4 Summary:

Since Consumer buying behaviour highlights the significance of loyalty establishment and in turn enhances the feasibility of increased profit for any organisation, curving the pre-purchase and post-purchase evaluation of a brand, it is of cardinal importance to study the pattern of the above mentioned variables to come down to a concrete inference. Out of all models of brand loyalty, two dimensional model of brand loyalty has got most relevance in this piece of research work with more implication of behavioural loyalty, translated in the form of repeat purchase. Also out of all five levels of brand loyalty in the brand loyalty pyramid, starting from indifferent buyers, brand switchers, habitual buyers, satisfied buyers and committed buyers, only indifferent buyers are not incorporated as a buyer in any part of the study. Out of all models of consumer behaviour, EKB model with its decision making process and Freudian model along with Fiblin model with the psycho-sexual and socio-psychological aspects, correspondingly, are being more pertinent to the context of the research framework.