



AN EMPIRICAL STUDY ON BRAND CONSISTENCY OF CONSUMERS IN PURCHASE RELATED DECISIONS

Dr. Uma Durgude

Asst. Professor, Bharati Vidyapeeths Institute of Management Studies and Research,
Navi Mumbai.

E-mail: dr.uma0909@gmail.com

Dr. Sanoj Kumar

Director, Pramod Ram Ujagar Tiwari Saket Institute of Management.

E-mail: sanoj_kumar@rediffmail.com

Dr. Shrikesh Poojari

Dean, Pramod Ram Ujagar Tiwari Saket Institute of Management.

E-mail: poojarishrikesh@gmail.com

Mustak Deraiya

Asst. Professor, Bharatia Vidya Bhavans College.

E-mail: mustakderaiya786@gmail.com

Prof. Vikas Vilasrao Patil

Asst. Professor, BVDU Yashwantrao Mohite Institute of Management, Karad.

E-mail: vikas.patil@bharativedyapeeth.edu

Abhijit Ashok Patil

Asst. Professor, Bharati Vidyapeeth (Deemed to be University) Y. M. Institute of
Management, Karad.

E-mail: abhijit.patil@bharativedyapeeth.edu

Article History: Received: 12.06.2023

Revised: 14.07.2023

Accepted: 31.07.2023

Abstract

Traditionally, kirana shops have been the primary providers of food and groceries, but shifting consumer patterns and preferences have caused a paradigm shift and aided in the emergence of

new formats like hypermarkets, discount shops, online shopping, etc. The study's emphasis is on consumer behaviour that lead to repeat purchases, such as brand consistency and consideration of customer satisfaction and referral rates. The retail market has undergone a shift as a result of food and grocery shopping. There have been considerable changes in people's shopping habit as a result of shifting lifestyle patterns, demographic profiles, and high purchasing power. In order to portray Navi Mumbai as a truly international metropolis, the research was carried out in a few carefully chosen stores there after conducting an empirical study and literature analysis. The main data sources are gathered from shoppers in this area using a structured questionnaire and interview schedule. SPSS research tool SPSS was used for data analysis. The results of the current study showed that a store's success involves more than merely growing quickly and luring several brands. By consistently raising the standards through innovation and understanding consumer preferences, brands and its marketers gain the market shares in long run. The study has produced a number of ground-breaking findings that may contribute significantly to the expansion of retail sales in Navi Mumbai. It has also properly covered and presented a wide range of academic and managerial implications of a dynamic and developing retail culture.

Keywords: Brand consistency, Repeat purchase, Consumer behavior, Customer satisfaction.

Introduction

For many reasons, brand consistency is vital. First, because the sales volume is bigger, it lowers the cost of production. Second, businesses with recurring customers don't have to spend as much money marketing their goods, allowing them to either keep more of their sales or allocate resources elsewhere. Third, businesses may employ premium price that will boost margins of profit. Finally, devoted clients frequently pass along the names of goods they enjoy. The marketing team's commitment to a brand must go beyond material rewards. A sustainable proposition should be formed by directly connecting boosted purchases to the brand. Building a sense of attachment to the brand that transcends inducements and connects the buyer to the brand directly is therefore necessary. Businesses will also make an effort to apply the brand consistency that has been built for one product to other goods that the company sells.

For as many products as feasible, brand consistency is desired. There is a higher possibility that a customer will remain loyal to the brand if a marketer can make the

brand seem like a person, someone who the customer identifies with and is drawn to, than by any practical inducement-based programmes. Therefore, this study will make an effort to comprehend how a marketer can employ brand consistency in consumer purchasing decisions by looking at all pertinent elements with the aid of primary and secondary sources and drawing conclusions from analysis.

Review of Literature

Bagaria Amit (2011) examined the recent success of modern retail and how it has become so completely enmeshed in the market that it is now difficult to continue. It illustrates the geographic strategy, and the target market is now Indian consumers. The majority of organised retailers concentrated on megacities, placing less weight on type B towns and minor cities/cities. Indian towns are currently equally as populated as metropolises and megacities.

Gjin (2016) claims that a number of trips and consumer attributes, including the purpose of the visit, mode of transportation, ownership of a car, day of the week,

departure day, a day in the week, time, place, and trip length, as well as respondents' age, gender, and type of household, have a significant impact on the customer's choice of either large boxes or traditional retail centres. The influence of socio-demographic factors on consumer selection for retail tenant type and the socio-demographic parameters are covered by Mohammad and Tan (2017). All age groups experienced the biggest impact. The results of the study show that the target markets for anchor tenants and newer tenants are different.

Taylor and Cosenza (2012) polled "Later Aged Female Teens," a large and viable portion of the teen market, to learn more about their shopping preferences. The results showed that older female teenagers frequently made better selections, particularly when buying apparel. Finally, the shop's atmosphere and makeup appeared to be the reason why the group wanted to stay and shop in particular place.

Switching costs can be psychological and emotional as well as of an economic character (Morgan and Hunt, 2014). (Sharma and Patterson, 2018). Hard assets and soft assets can both be categorised as switching costs (Nielson, 2016). Transaction costs, learning costs, and artificial or contractual costs are three of the at least three categories of switching costs, according to Klemperer (2009). Transaction costs are expenses incurred when beginning a new connection with a provider, and they occasionally also include expenses incurred while ending an existing partnership. Learning costs are the efforts customers must make to use a new product as comfortably or conveniently as they did an older one.

In 2008, Shaoo Debajani and Mishra Govind Hari presented Wall Mart's plan for the Indian organised retail zone, the largest organised retailer in the world. The report claims that Wall Mart has made numerous attempts to increase brand loyalty and customer satisfaction among Indian

customers through 360-degree marketing. The objective of the Indian government to promote foreign direct investment in the organised retail sector is the biggest benefit for the large retailer. Due to a collaboration with the Bharti group, Wall Mart currently has operations in Bangalore and northern India.

Karen (2015) also looked at the relationship between retail crowding and satisfaction and discovered that it is influenced by the feelings people have when they are shopping. Moderating variables such as prior expectations of congestion, product performance, and shop types are also investigated in order to understand the impact on the crowding satisfaction relation.

Sinha and Krishnaswamy (2019) claim that clients have specific preferences while choosing a store. They usually set their expectations based on the store's location. They frequently make the connection between a particular store and the value claims made by that business and its associated formats and availability of brands.

Dodds and Monroe (2005) and Zeithaml (1988) argued that when consumers purchase goods or service, they would subjectively assess what they provide and what they receive. When consumers receive more advantages from a brand than they pay for it, utility theory predicts that they will be more likely to make a purchase (Dickson & Sawyer, 2000). Thaler (1995) also believed that perceived value, which is composed of transaction utility and acquisition utility, is a significant antecedent to affect consumer purchase intention.

Research Methodology

Objectives of the Study

1. To study the role of Brand consistency of consumers in purchase related decisions

2. To analyse various factors leading to Brand consistency among consumer

Hypothesis

The Brand consistency of a consumer is the outcome of satisfaction, repeat purchase, and recommendation.

Data Collection

The survey design used was standardized questionnaire which is more appropriate for the present study to collect primary data. The respondents are customers who purchase products on regular basis from retail shop on physical mode, 350

respondents are targeted, whereas 322 are properly filled/ responded to the survey. The research design used in the study is descriptive. Interview scheduling techniques was administered for knowing opinions and views of retailers, marketers, and advertisers. The secondary data was collected from different articles published in marketing journals, websites and databases.

For analysis the SPSS (Statistical Package for the Social Sciences) is used. The research techniques used are percentages, averages, factor analysis and correlation. The interpretation and conclusion are drawn based on primary and secondary data analysis and expert opinions.

Data analysis and Results discussion

Table 1: Reliability and Validity of variables in Brand consistency

S. No	Variables in Brand consistency	Standardized factor loading	't' Statistics	Composite Reliability	Average variance Extracted
1	First trial	0.814	3.841	0.694	49.35
2	Repeat purchase	0.689	2.984		
3	Performance consistency	0.714	3.147		
4	Reliability	0.749	3.598		
5	Competency	0.619	3.581		
6	Meeting expectation	0.729	3.010		
7	Switching cost	0.815	2.158		
8	Advertising effect	0.801	2.321		
Cronbach alpha: 0.781					

* Significant at five percent level.

Given that its Cronbach alpha is 0.781, the eight factors mentioned above account for 78.10 percent of its brand consistency. Its content validity is demonstrated by the variables' greater than 0.60 standardised factor loading. Its convergent validity is

demonstrated by the significance of 't' statistics of the standardised factor loading of the variables in brand consistency. The composite reliability and average variance extracted, which are both higher than its minimum thresholds of 0.50. The findings

show the accuracy and dependability of brand consistency variables.

Table 2: Analysis of important factors of purchase related decisions

Factors important in decision making	No. of respondents	Subset for Alpha = 0.05		
		1	2	3
Liked the brand after first trial		1.853		
Attracted with the brand after repeat purchase	322			2.589
The cost to try this brand is Reasonable	322		2.251	
Perform as it promised	322			2.547
Consistent performance of the brand	322			3.577
Expectation is fulfilled by the brand	322		2.256	3.079
This brand fits to my personality	322	1.962		
Competency of the brand			2.125	
Credibility of the brand			2.411	
Customer relationship of the brand	322	1.987		
Switching cost	322			2.987
Impressed by the advertisement of the Brand	322		2.110	
Advertising on brand is recallable	322		2.147	

Source: Primary data

Average rank 1.500 to 2.000 is the first group, 2.001 to 2.500 is the second group, and 2.501 to 4.000 is the third group. These three categories represent the importance. The study discovered that consumers' perceptions of crucial elements affecting brand consistency vary. Performance, consistency, satisfying expectations, repeat

purchase and switching costs are rated highly according to the analysis, than other factors. Advertising and its recallability are seen as major influencing factors in a brand's repeat purchase.

The Brand Consistency factors of consumer are analysed below:

Table 3: Satisfaction Levels

Satisfaction level	No. of Respondents	Percentage
Extremely Satisfied	58	18.0
Satisfied	120	37.2

Dissatisfied	71	22.0
Extremely Dissatisfied	73	22.8

Source: Primary data

Table 4: Recommendations from customers for brand

No. of People Recommended	No. of Respondents	Percentage
None	84	26.0
1-10	135	41.9
11-20	90	21.3
21 and above	13	10.8

Sources: Primary data

Table 5: Repeat purchases of brand

Repeat Purchase	No. of Respondents	Percentage
Definitely buy	61	18.9
Probably buy	130	41.8
Probably not buy	101	31.3
Definitely not buy	30	8.0

Sources: Primary data

Correlation of Consumers Brand consistency on one side and Consumers satisfaction, recommendation and repeat purchase on other side are tabulated below.

Table 6: Correlation of brand consistency with other variables

		Correlation
Brand Consistency	Satisfaction	0.710
	Recommendation	0.686
	Repeat Purchase	0.745

It is proved from the above analysis that Consistency has a very strong correlation with consumers' satisfaction with 0.710 positive value, its correlation with recommendation is 0.686 positive value and its correlation with repeat purchase is 0.745 positive value.

Scope of the study

The scope of the research has been identified by the researcher, this study can be conducted across other regions to understand purchase behavior of consumers in choosing same brand. And also other brand elements can be studied to improve overall brand performance. The retailer

segments and brand marketers can develop a model consists of vital elements of brand consistency behavior in larger scale; this insights would be useful for advertisers to design effective campaigns. The current study is useful to understand other retails segments besides FMCG sector.

Limitations of the study

Researcher had taken all measure to ensure that the study will improves the ability to achieve the research objective. However there are some factors and limitations to the study that do not confirm the study but is made to be noticed.

1. This study is restricted to city of Navi Mumbai.
2. The research is based on the perceptions of the store visitors who is subjective in nature so generalization made may not be completely true.
3. In the way of personal interview the individual nature of interviewers might also have influence upon the response received for the current study.

Conclusions

The level of brand consistency towards the FMCGs is higher in Navi Mumbai consumers. The important antecedents influencing the brand consistency are performance, consistency, satisfying expectations, repeat purchase and switching costs followed by other factors. The level of brand awareness, brand association, perceived quality, brand trust, brand quality and advertising also plays important role in brand consistency in purchase decisions The important factors influencing the level of brand consistency broadly are all elements those led to satisfaction, repeat purchase and recommendation. The brand consistency also depends upon the brand personality and personality of the customers which are related and influence customer buying habits. The study concludes that the

required marketing strategy to generate brand consistency among consumers needs to consider all the factors presented in the study and also marketers must understand its priorities and consumer preference for various brands.

References

1. Aashish Shashikant Jsaani, January (2012,). 'A study of Consumer understanding on the Use of electronic Technology In the Banking Sector: A Comparative study of Public Sector banks and Private Sector Banks', *Journal of Marketing*, pp. 49-50. an integrative model of brand loyalty", *International Marketing Review*, 26 (2), pp.198-220.
2. Arora Sweta, Malhotra Vaishali, RalhiPriya (2011). "Retail Revolution", *Indian Journal of Marketing*, Vol. XXXIV (11), November, pp 13-17.
3. Arvind Sabay and Nivedita Sharma (2016), "Brand Relationship and Switching attitudinal and behavioural loyalty", *Journal of Vacation Marketing*, 15(2),
4. Bagaria Amit (2017). 'Brand Personality and consumer Congruity: Implications for Advertising strategy', *The Journal of Brand Equity*, Vol. VI, No. 11&21, pp. 8-35. behaviour for highly used products in young customers", *Vikalpa*, 35(1). January-March, 15-30
5. Gjin (2016), KPMG, USA, in the article "The Evolution of Retailing: Reinventing the Customer Experience", (Pg. 1-22).
6. HongYoul Ha, Sunder Janda and Sang-Kyu Park (2017), "Role of satisfaction in loyalty", *Journal of services marketing*, 20(2), pp.75-87.
7. Mohammad and Tan (2017). *It Happened In India*, New Delhi, Rupa & Co. Donovan A. McFarline Indian

- journal of marketing (vol-43 april-2013) book review: superior shopper value: strategies for gaining and retaining customers. pp. 59-69.
8. Morgan and Hunt, (2014). Brand Personality and consumer Congruity: Implications for Advertising strategy'. *The Journal of Brand Equity*, Vol. VI, No. 11&21, pp. 8-35
 9. Nielson, 2016, 'Customers Will Pay More for Less' *Harvard Business Review South Asia*, pp. 24-25. obtaining one's preferred service brand on consumer satisfaction and brand pp.129-148
 10. Shaoo Debajani and Mishra Govind Hari (2015). Current Trends in consumer purchase Behaviour in Lifestyle shops globally', *The Icfaian Management Journal* Vol. VII, No. 6, pp. 71-83.
 11. Sinha and Krishnaswamy (2019). CONS-003 3/01 3M, Challenges of a changing Retailing Industry. Vol I Issue I.
 12. Taylor and Cosenza (2012), 'Tracking consumer purchase attitude: Increasing focus on surveys in Thailand'. *The global Times International Journal*, 11.44 AM IST.