

A STUDY ON BRAND LOYALTY TOWARDS REFRIGERATOR (WITH SPECIAL REFERENCE TO PALANI TALUK)

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Introduction

“Marketing is specifically concerned with how transactions are created, stimulated, facilitated and valued”

- Philip Kotler

“Consumers are the persons who buy things for their own satisfaction”

Consumers are the individuals / households who buy or acquire goods and services for Satisfaction. Consumers vary tremendously in their ages, incomes, educational levels tastes and the like. Marketers have found it worthwhile to distinguish different groups and develop products and services tailored to their particular needs. If a market segment is large, it is necessary to set up special marketing programmes to serve this market.

Consumer is the main part of the economic cycle of the country because other developmental activities centre around him. In a competitive economy it is the consumer who decides the success or failure of business either by buying or not buying the product. This idea Philip Kotler, Marketing Management, Prentice Hall of India private Limited, New Delhi, p.132 underlines the concept of consumer's sovereignty. This is reflected in well known statements like consumer is the king of marketing. One of the purposes of business is to create the customer. Indian customer in general, is very much passive, docile, conservative and traditional. They take pride of their culture and tradition.

Statement of the Problem

India is one of the countries in the world having more population where most of the populations are belonging to middle income group. Economic conditions affect consumer purchase timings particularly for durable goods, when the economic outlook is poor, consumer tend to postpone their purchase. Consumers in India may be categorized in to upper class consumers, middle class consumers and lower class consumers on the basis of their economic status. The upper class consumers are not affected by the current marketing practices to the larger extent; lower class consumer group stands out as striking contrast to the rich consumers. Among the three classes, the lowest purchasing power is in

the hands of middle class consumers. In this class, where there are glaring disparities in the buying in the consumption patterns.

Refrigerator is a luxury product in the past period. But today it forms part of our day to day life and becomes the necessity of our life. The Refrigerator industry in India is growing at an enormous rate, studies on consumers preference for various brands of Refrigerators will certainly help for further growth and development in the right direction. Consumer preference on Refrigerator may depend upon a numerous factors; an individual may differ from one another in preferring a particular brand. Focusing this view the objects of this study has been undertaken to analyse the key factors viz., price, colour, capacity, frost free system, multi door system, etc. Consumer preference towards the various dominant brands of Refrigerators has also been taken as a problem for the study.

Objective of the Study

- To know the awareness and usefulness of the Refrigerators.
- To understand the brand loyalty of the Refrigerator of sample respondents
- To know the satisfactory level and brand preference of the sample respondents.
- To identify the factors influencing the level of satisfaction.
- To analyse the relationship between personal factors and level of satisfaction.
- To offer suggestions to the producers of Refrigerator to overcome the problems faced by the customers.

Methodology

The study is an empirical research based on Questionnaire. The primary data have been collected from the sample respondents. Secondary data have been collected from various text books, journals, magazines and websites.

Frame Work of Analysis

The researcher has analysed Brand loyalty towards Refrigerator on the basis of information collected through Questionnaire.

The researcher has framed a scoring scheme to measure the level of satisfaction towards Refrigerator. Then in order to find the relationship between personal factors and the level of satisfaction, chi-square test has been applied.

Relationship between Personal Factors and Level of Satisfaction

The researcher has made an attempt to find out the relationship between personal factors of the consumer and the level of satisfaction. There are many factors which influence the level of satisfaction of the consumers. Each factor has been tested to find out whether it has any significant influence on the level of satisfaction. In order to see whether there is any co-relation between the factor and satisfaction.

Chi-Square Test is applied. In the present study five factors are found to be influencing the satisfaction of the sample consumes namely age, gender, marital status, education and annual income of the family.

Age Group of the Sample Respondents

S. no	Age Group	No. of Respondents	Percentage
1.	Upto 30 years	35	35%
2.	31-40 years	30	30%
3.	41-50 years	31	31%
4.	Above 50 years	4	4%
Total		100	100%

With a view to analyse the relationship between the age of the buyers and the level of satisfaction, a two way table has been framed and Chi-Square Test has been applied. Following table shows Age of the respondents and Level of Satisfaction.

Age	Level of Satisfaction		Total
	Medium	High	
Up to 30 Years	15(42%)	20(58%)	35
31 to 40 years	20(67%)	10(33%)	30
41 to 50 years	11(36%)	20(64%)	31
Above 50 years	3(75%)	1(25%)	4
Total	49	51	100

Age and Level of Satisfaction

Above Table clearly exhibits that 42% of sample respondents belong to the age group of less than 30 years and they come under the category of Medium level satisfaction. 58% of the respondents belong to the age group of less than 30 years come under the category of high level satisfaction. 67% of the respondents belong to the age group of 31-40 come under the category of medium level of satisfaction. 33% of the sample respondents belong to the age group of 31-40 years and they come under the category of high level satisfaction. 36% of the respondents belong to the age group of 41-50 years get medium level of satisfaction. 64% of the respondents belong to the age group of 41-50 years come under the category of high level of satisfaction. 75% of the sample respondents belong to the age group of above 50 years come under the category of medium level of satisfaction. 25% of the respondents belong to the age group of above 50 years come under the category of high level of satisfaction.

To test whether there is any correlation between age and level of satisfaction Chi-Square Test has been applied.

Age and Satisfactory Level of Respondents

Age	O	E	(O-E) ² /E
R1C1	15	17.15	0.2695
R2C1	20	14.70	1.9109
R3C1	11	15.19	1.1557
R4C1	3	1.96	0.5518
R1C2	20	17.85	0.2589
R2C2	10	15.30	1.8359
R3C2	20	15.81	1.1104
R4C2	1	2.04	0.5302
		Total	7.6233

H₀: The age of the respondents and their satisfactory level are independent

H₁: The age of the respondents and their satisfactory level are dependent

Degrees of freedom - 3

Calculated value - 7.6233

Table Value @ 5% level - 7.81

Since the calculated value is less than the table value, the H₀ Hypothesis is accepted and it is concluded that the age of the respondents and their satisfactory level are independent.

Educational Qualification of the Sample Consumers

S. No	Educational qualification	No of respondents	percentage
1.	Upto 8 th Std.	17	17%
2.	Higher Secondary Education	36	36%
3.	Collegiate Education	47	47%
	Total	100	100%

Above table shows that 47(47%) of the sample respondents have Collegiate education, 36(36%) of the sample respondents have Higher Secondary education and 17(17%) of the sample respondents have education upto 8th standard.

To know whether correlation exist between educational qualification and satisfaction, a two way table has been framed.

Following table shows the Educational Qualification and level of Satisfaction.

Educational Qualification and Level of Satisfaction

Educational Qualification	Level of Satisfaction	Medium	High	Total
	Upto 8 th Standard		2(12%)	15(88%)
Higher Secondary		28(78%)	8(22%)	36
Collegiate Education		19(40%)	28(60%)	47
Total		49	51	100

Above table clearly exhibits that 88% of the sample respondent who has studied up 8th standard fall under the category of high level satisfaction, 12% of them come under the category of medium level satisfaction, 78% of the sample respondents belong to the higher secondary come under the category of medium level of satisfaction 22% of the sample respondents belong to higher secondary come under the category of high level of satisfaction. 40% of the sample respondents belong to the collegiate education come under the category of medium level of satisfaction, 60% of the sample respondents belong to the collegiate education come under the category of high level of satisfaction.

To test whether there is any association between age and level of satisfaction Chi-Square Test has been applied.

Educational Qualification and Satisfactory Level of Sample Respondents

Educational qualification	O	E	(O-E) ² /E
R1C1	2	8.16	4.6502
R2C1	28	17.28	6.6504
R3C1	19	22.56	0.5618
R1C2	15	8.84	4.2925
R2C2	8	18.72	6.1388
R3C2	28	24.44	0.5185
		Total	22.8122

H₀: The Educational Qualification of the respondents and their satisfactory level of independent

H₁: The Educational Qualification of the respondents and their satisfactory level of dependent

Degrees of freedom - 2

Calculated Value - 22.8122

Table Value @ 5% level - 5.99

As the value is more than the table value, the H₀ Hypothesis is rejected and it is concluded that the Educational Qualification of the respondents and their satisfactory level are dependent.

Annual Income of the Consumers

S. No	Annual income	No. of respondents	Percentage
1.	Upto Rs.20,000	42	42%
2.	20,000-40,000	34	34%
3.	40,000-60,000	16	16%
4.	60,000-80,000	5	5%
5.	Above 80,000	3	3%
	Total	100	100%

Above table shows that 42(42%) of the sample respondents out of 100, belong to the category of annual income of Rs. 20,000, 34(34%) of the sample respondents come under the category of annual income of Rs.20,001-40,000, 16(16%) of the sample respondents fall under the category of Rs. 40,001_60,000,5(5%) of the sample respondents fall under the category of Rs.60,001-80,000 and 3(3%) Of the sample respondents fall under the category of above Rs.80,000.

In order to see whether there is any correlation between annual income of the consumers and satisfaction level, a two way table has been framed.

Following table shows the Educational Qualifications and level of Satisfaction.

Annual Income and Level of Satisfaction

Annual Income	Level of Satisfaction		Total
	Medium	High	
Upto 20,000	22(52%)	20(48%)	42
20,000-40,000	17(50%)	17(50%)	34
40,000-60,000	6(37%)	10(63%)	16
60,000-80,000	2(40%)	3(60%)	5
Above 80,000	2(67%)	1(33%)	3
Total	49	51	100

Above table clearly exhibits that 52% of sample respondents belong to the income group of 20,000 come under the category of medium level of satisfaction, 48% of the sample respondents belong to the same income group come under the category of high level of satisfaction. 50% of the sample respondents belong to the income group of 20,000-40,000 come under the category of medium level of satisfaction, 50% of the sample respondents belong to income group of 20,001-40,000 come under the category of high level of satisfaction. 37% of the sample respondents belong to the income group of 40,000-60,000 come under the category of medium level of satisfaction, 63% of the sample respondents belong to the income group of 40,000-60,000 come under the category of high level of satisfaction, 40% of the sample respondents belong to the income group of 60,001-80,000 come under the category of medium level of satisfaction, 60% of the sample respondents belong to the income group of 60,001-80,000 come under the category of high level of satisfaction and 67% of the sample respondents belong to the income group of above 80,000 come under the category of medium level of satisfaction, 33% of the sample respondents belong to the income of above 80,000 comes under the category of high level of satisfaction.

To test whether there is any correlation between age and level of satisfaction Chi-Square Test has been applied.

Annual Income and Satisfactory Level of Respondents

Age	O	E	(O-E) ² /E
R1C1	22	20.16	0.1679
R2C1	17	16.32	0.0283
R3C1	6	7.68	0.3675
R4C1	2	2.4	0.0667
R5C1	2	1.56	0.1241
R1C2	20	21.84	0.1550
R2C2	17	17.68	0.0261
R3C2	10	8.32	0.3392
R4C2	3	2.60	0.0615
R5C2	1	1.44	0.1344
		Total	1.4707

H₀: The Annual Income of the respondents and their satisfactory level are independent

H₁: The Annual Income of the respondents and their satisfactory level are dependent

Degrees of freedom - 4

Calculated Value - 1.4707

Table Value @ 5% level - 9.49

Since the calculated value is less than the table value, the H₀ Hypothesis is accepted and it is concluded that the Annual income of the respondents and their satisfactory level are independent

Marital Status of the Respondents

S.NO	Marital status	No. of Respondents	Percentage
1.	Married	44	44%
2.	Unmarried	24	24%
3.	Window	20	20%
4.	divorce	12	12%
	Total	100	100%

Above table shows that 44(44%) of the sample respondents are married, 24(24%) of the sample respondents are unmarried, 20(20%) of the sample respondents are widow and 12(12%) of the sample respondents are divorce.

In order to see whether there is any correlation between marital status of the sample respondents and satisfaction level, a two way table has been framed.

Marital Status and Level of Satisfaction

Level of Satisfaction \ Marital status	Medium	High	Total
Married	24(55%)	20(45%)	44
Unmarried	11(46%)	13(54%)	24
Widow	8(40%)	12(60%)	20
Divorce	6(50%)	6(50%)	12
Total	49	51	100

Above table clearly exhibits that 55% of sample respondents belong to the marital status of married derive medium level of satisfaction, 45% of the sample respondents belong to the marital status of married enjoy high level of satisfaction. 46% of the sample respondents belong to the marital status of unmarried fall under the category of medium level of satisfaction, 54% of the sample respondents belong to the marital status of unmarried fall under the category of high level of satisfaction. 40% of the sample respondents belong to the marital status of widow get medium level of satisfaction, 60% of the sample respondents belong to the marital status of widow get high level of satisfaction. 50% of the sample respondents belong to the marital status of divorce get medium level of satisfaction, 50% of the sample respondents belong to the marital status of divorce get high line of satisfaction.

To test whether there is any correlation between marital status and level of satisfaction chi-square test has been applied

Marital Status and Satisfactory Level of Respondents

Marital status	O	E	$(O-E)^2/E$
R1C1	24	22.88	0.0548
R2C1	11	11.76	0.0491
R3C1	8	10.40	0.5538
R4C1	6	6.24	9.2308
R1C2	20	21.12	0.0594
R2C2	13	12.24	0.0471
R3C2	12	9.6	0.6000
R4C2	6	5.76	0.0100
		Total	10.605

H_0 : The Marital Status of the respondents and their satisfactory level are independent

H_1 : The Marital Status of the respondents and their satisfactory level are dependent

Degrees of freedom - 3

Calculated Value - 10.605

Table Value @ 5% level - 7.81

Calculated value is more than the table value. Therefore H_0 Hypothesis is rejected and it is concluded that the marital status of the respondents and their satisfactory level are dependent

Summary of Findings

- In this chapter researcher has made an attempt to present the summary of major findings of the study and offers suggestions for improvement towards Brand preference.
- Most of the respondents are female and majority of them are under the age group of 30 years.
- As far as educational qualifications of the respondents are concerned most of them are having collegiate education.
- Most of the respondents fall under the group of income of Rs. 20,000.
- Most of the respondents are government employees.
- Godrej is the most preferable brand among the various brands of Refrigerators.
- Most of the respondents are married.
- Majority of the respondents own refrigerators for less than one year.
- Majority of the respondents have preferred 170 litre capacity Refrigerators.
- Most of the respondents have preferred red colour among the different colours.
- Regarding the door of the refrigerators single door refrigerator have preferred by most of the respondents.
- Most of the respondents feel that the Refrigerator is necessary one.
- Though there are various modes of payment like credit cards, cheque and demand drafts. Respondents prefer cash as a preferable mode of purchase.
- Most of the respondents have purchase decisions based on their consumption and time.
- Regarding the factors influencing brand preference quality has secured maximum scores.
- Most of the respondents were collected information about the refrigerator through Television.
- Customers prefer to pay nominal price for the commodities, because they want to enjoy consumer surplus out of their consumption, as so they are of the opinion that the price of Refrigerator is moderately high. Price as one of the determinants of demand, which influences the demand for Refrigerator consumers in Palani town. Most of the respondents belong to middle income group, price is obviously becomes the influencing factor for demand.
- Most of the respondents are satisfied with the performance of their Refrigerator.

Suggestions

Majority of the India's population come under the category of middle income group, so they are giving more importance to price factor. In order to solve the above mentioned problem, price should be fixed within the affordable limit of the middle income group, since they are the market target and largest consuming sector. In order to avoid some unwanted dangerous events, respondents revealed that the back portion of the refrigerator should be fully closed with the help of advanced techniques to avoid heat. Regarding the compressor used in the refrigerator the respondents generally suggest that the compressor should not make unnecessary sounds. If the concerned companies consider this problem the respondents would be highly satisfied. It is suggested that free services and after sales services to be increased. Respondents feel that the Refrigerator consumes more electricity and so the electricity charge is too much. They worry much on the charge of electricity than that of the investment in the refrigerator. Hence steps may taken by the manufacture of Refrigerators which consumes less electricity. Brand managers of Refrigerator have to develop a logical order of actions in developing brand awareness and ultimately lending the brand loyalty.

Packaging is very essential for industrial and consumer goods. More care may be given at the time of packing the Refrigerator. Since it is transferable, when the consumers are shift their houses form one place to another place.

Conclusion

The project presents a clear picture about the brand preference and board loyalty towards the Refrigerator in Palani Taluk. The level of satisfaction of sample respondents towards Refrigerator has been analysed. Even though the study covers a limited area comprising of 100 sample respondents, it has revealed very significant facts about the satisfaction of the sample respondents and brand preference of sample respondents.

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