

MOTIVATING FACTORS INFLUENCING BRAND LOYALTY AND BRAND SWITCHING AMONG EDIBLE OIL USERS IN DINDUGAL DISTRICT

Ms. C.K. Theresa Santhakumari, Ph.D - Research Scholar (PT) – Commerce, Dept of Commerce, Holy Cross College (Autonomous) Holy Cross College, Tiruchirappalli -620 002.

Dr. S.M. Pushparani, (Retd). Associate Prof. Dept of Commerce, Holy Cross College (Autonomous) Holy Cross College, Tiruchirappalli -620 002.

Introduction

Marketing is the process of shifting goods and services from one place to another. It is a procedure adopted to serve from the producer or manufacturer end to the consumer point. Consumers decide to purchase the products as marketing plays a role of a business activity, which involves in identification of the customers need, design, taste, fashion and technology. Thus, consumers are the decision makers to purchase their products, based on the price, design, taste, fashion and technology etc. The behavior of the consumers either directly or indirectly influence or affect the consumers' behavior towards the products. The products have its life on the shelf of the outlets depending on the various essentials of the consumer behavior. In pursuit, of the market share of their products, marketers recklessly explore new marketing strategies to sustain and retain loyal existing and new consumers of their products and services offered in the current market.

Statement of the Problem

In Tamil Nadu, the consumption of the edible oil in daily food is excessively used of all the essential products in the market as they are frequently used at home for cooking. It is a traditionally used product by all the people such as groundnut oil, gingili oil, coconut oil, sunflower oil, mustard oil, etc. Recently refined oil has been replaced for the oils used conventionally. People recently have also gained more awareness and are very health conscious which makes them to select the right oil from the market. Thus, choosing the right

Brand is a multifarious task for the customer. Thus, there are many motivating factors which influence the customers to switch from one brand to another. Keeping in mind the various factors this research has been selected for the study in Tiruchirappalli City.

Significance of the study

Nowadays refined oils are sold in packs and also without packs in the markets, the customers have a great chance to look into the color variety of branded of competitive refined oil before purchase but cannot check or taste the oil. Motivating factors such as price, colour, odor, container, quantity, quality, competitive brands, package, offers, discounts etc are the general consideration for any person to buy an edible oil packet. For the purpose of this research various factors given below in the table are taken into consideration for measuring the factors influencing the customers to buy the edible oil.

Objective of the Study

The main objective of this study is to assess the “**MOTIVATING FACTORS INFLUENCING BRAND LOYALTY AND BRAND SWITCHING AMONG EDIBLE OIL USERS IN DINDUGAL DISTRICT**”.

Research Methodology

Research methodology is a process of receiving a solution from a selected problem by way of efficient methods, which has been used to solve a research problem. For the purpose of the study Tiruchirappalli district has been selected as the study area. For the purpose of the study Tiruchirappalli City has been stratified into four zones as Srirangam zone, Abhishekapuram zone, Ariyamangalam zone and Ponmalai zone. Tiruchirappalli City consists of 65 wards, with four administrative zones comprising a total population of 9,16,857 (as per 2011 census). A sample of 500 sample respondents has been selected from 4 selected zones, using convenience sampling method, thus comprising of total 500 sample respondents.

Research hypothesis

There is a significant difference between age of the respondents and their overall perception about the brand loyalty of edible oil.

Null hypothesis

There is no significant difference between age of the respondents and their overall perception about the brand loyalty of edible oil.

Statistical tools

One way ANOVA ‘F’ test was used for the above table.

AGE OF THE RESPONDENTS AND THEIR MOTIVATING FACTORS OF THE

BRAND LOYALTY

	Mean	S.D	SS	DF	MS	Statistical inference
Taste of food preparations						
Between Groups			21.608	4	5.402	F = 2.803 0.025<0.05 Significant
up to 18 years (78)	3.28	1.467				
19 - 25 years (146)	3.36	1.456				
26 - 35 years (127)	3.71	1.286				
36 - 45 years (110)	3.54	1.352				
above 46 years (39)	2.97	1.386				
Within Groups			953.824	495	1.927	
Cholesterol Content						
Between Groups			25.610	4	6.403	F = 3.741 0.005<0.05 Significant
up to 18 years (78)	3.35	1.327				
19 - 25 years (146)	3.87	1.188				
26 - 35 years (127)	3.65	1.371				
36 - 45 years (110)	3.59	1.315				
above 46 years (39)	3.10	1.465				
Within Groups			847.118	495	1.711	
Colour of the cooking oil						
Between Groups			18.546	4	4.637	F = 2.306 0.057>0.05 Not Significant
up to 18 years (78)	3.18	1.475				
19 - 25 years (146)	3.65	1.393				
26 - 35 years (127)	3.53	1.408				
36 - 45 years (110)	3.45	1.431				
above 46 years (39)	3.05	1.395				
Within Groups			995.396	495	2.011	
Smell or flavour of cooking oil before being used in cooking						
Between Groups			11.954	4	2.988	F = 1.625 0.167>0.05 Not Significant
up to 18 years (78)	3.04	1.381				
19 - 25 years (146)	3.51	1.272				
26 - 35 years (127)	3.35	1.417				
36 - 45 years (110)	3.36	1.325				
above 46 years (39)	3.21	1.490				
Within Groups			910.246	495	1.839	
Purity						
Between Groups			10.187	4	2.547	F = 1.429 0.223>0.05 Not Significant
up to 18 years (78)	3.09	1.556				
19 - 25 years (146)	3.29	1.270				
26 - 35 years (127)	3.51	1.227				
36 - 45 years (110)	3.45	1.359				
above 46 years (39)	3.33	1.364				
Within Groups			881.861	495	1.782	

Cheap						
Between Groups			34.722	4	8.681	F = 5.752 0.000<0.05 Significant
up to 18 years (78)	3.37	1.460				
19 - 25 years (146)	3.73	1.228				
26 - 35 years (127)	3.87	1.064				
36 - 45 years (110)	3.62	1.181				
above 46 years (39)	2.90	1.353				
Within Groups			747.078	495	1.509	
Re-use of container						
Between Groups			18.661	4	4.665	F = 2.556 0.038<0.05 Significant
up to 18 years (78)	3.04	1.507				
19 - 25 years (146)	3.51	1.351				
26 - 35 years (127)	3.55	1.187				
36 - 45 years (110)	3.45	1.365				
above 46 years (39)	3.10	1.483				
Within Groups			903.537	495	1.825	
Availability in sachets						
Between Groups			13.469	4	3.367	F = 1.878 0.113>0.05 Not Significant
up to 18 years (78)	3.72	1.161				
19 - 25 years (146)	3.35	1.436				
26 - 35 years (127)	3.43	1.434				
36 - 45 years (110)	3.44	1.267				
above 46 years (39)	3.87	1.151				
Within Groups			887.433	495	1.793	
Availability in containers of different sizes						
Between Groups			8.392	4	2.098	F = 1.213 0.304>0.05 Not Significant
up to 18 years (78)	3.73	1.266				
19 - 25 years (146)	3.52	1.356				
26 - 35 years (127)	3.75	1.303				
36 - 45 years (110)	3.53	1.339				
above 46 years (39)	3.33	1.221				
Within Groups			855.806	495	1.729	
Container packaging and design						
Between Groups			30.047	4	7.512	F = 3.885 0.004<0.05 Significant
up to 18 years (78)	2.74	1.533				
19 - 25 years (146)	3.25	1.433				
26 - 35 years (127)	3.35	1.313				
36 - 45 years (110)	3.49	1.262				
above 46 years (39)	3.00	1.522				
Within Groups			957.041	495	1.933	
Availability in most retail shops						
Between Groups			27.679	4	6.920	F = 3.351
up to 18 years (78)	2.97	1.537				
19 - 25 years (146)	3.45	1.462				

26 - 35 years (127)	3.52	1.338				0.010<0.05 Significant
36 - 45 years (110)	3.69	1.393				
above 46 years (39)	3.15	1.565				
Within Groups			1022.279	495	2.065	

Findings

The above table reveals that there is a significant difference between the age of the respondents and their overall perception about the brand loyalty of edible oil.. Hence, the calculated value less than table value ($P < 0.05$). So the research hypothesis is accepted and the null hypothesis is rejected.

Conclusion

The marketers have to work hard to penetrate the product in the market in order to reach new customers and to retain existing customers. They need to adopt good and innovative marketing strategy to hold loyal customers as they might try to switch over to other brand if the prices are reduced and new features are added to the present trend. Thus, the marketers need to do more research on retaining the customers, penetrate the market and hold a good market share.