



A Study on the incidence of brand loyalty among consumers of cereals foods with special reference to Coimbatore city

N Deepika¹, K Sasikala²

¹ Department of Commerce, VLB Janakiammal College of Arts and Science, Coimbatore, Tamil Nadu, India

² Assistant Professor, Department of Commerce, VLB Janakiammal College of Arts And Science, Coimbatore, Tamil Nadu, India

Abstract

A brand loyalty framework was used in classifying the brand loyalty influences. To a large extent the research concluded that brand loyalty in the cereal market is similar to that found in bread, coffee and tooth paste. The cereal products are classified under fast moving consumer goods. The majority of the cereal products are easy to serve. The study was conducted to determine factors that influence the consumers to constantly use a particular brand, and prefer it above other cereals products.

Keywords: Brand loyalty, marketing of cereals, purchasing behavior, branding

Introduction

Cereal foods constitute a significant portion of the modern diet, offering convenience, nutrition and a wide variety of flavors and textures. This study aims to delve into the incidence of brand loyalty among consumers of cereals foods, exploring the underlying factors that contribute by examining the interplay between taste, preference, product quality, pricing strategies, and brand images this research seeks to provide actionable insights for cereal manufacturers and marketers to enhance brand loyalty and foster sustainable consumer relationships.

Objectives of the study

- To the study the level of brand loyalty among the consumers of cereals foods.
- To identify the factors influencing brand loyalty in the cereals foods market.
- To assess the effect of product quality and consistency on brand loyalty.
- To examine the role of brand reputation and trust in fostering loyalty among cereals foods consumers.

Review of literature

- Babu. H. 2001. Consumer Marketing. Bharathi Vidhyapooth Institute of management of studies and research. Madras, India. University of Madras.
- Czerniawski, R.D.& Maloney M.W. 1999. Creating brand loyalty. New York, N. Y. American Management Association.

Scope of the study

- They investigate the demographics of the consumers such as age, gender, educational qualification, etc,
- Determine the geographic area or areas where the study will conducted.
- The types of cereals foods included in the study (e.g.) flakes, granola, oats, puffs, etc,
- The key variables to be measured, such as brand loyalty indicators, purchase behavior, consumer behavior, etc.

Limitations of the study

- The time of the study was limited.
- The number of the respondents was limited to 139 responses only.
- This study was conducted in Coimbatore city. So it applies only to Coimbatore.

Statement of the problem:

The incidence of brand loyalty among consumers of cereals foods is a topic of significant interest in the marketing and consumer behavior realms. This study aims to investigate the incidence of brand loyalty among consumers of cereals foods, exploring the factors that influence brand loyalty and its implications for cereals manufacturers and marketers. The study seeks to provide valuable insights into consumer behavior in the cereals industry.

Research methodology

Research is a specific and systematic search for information on a specific topic. Research is an art of scientific investigation where research comprises defining and redefining problem formulation suggestions or solutions and evaluating data.

Method of Data Collection: The data collected for this study is

Primary Data: The primary data are collected through structured questionnaires.

Secondary Data: Secondary data is a data collected from websites and records.

Area of Study: This study was conducted in Coimbatore city.

Sample Size: 139 respondents residing in Coimbatore city were selected for the study.

Tools used for analysis: Data analysis tools are simple percentage and chi-square test.

Data analysis and interpretation

Percentage Analysis

Table 1: Age of the respondents

Age(yrs)	Respondents	%
Under 18	22	15.9%
18-24	69	50%
24-34	25	18.1%
Above 35	22	15.9%
Total	139	99%

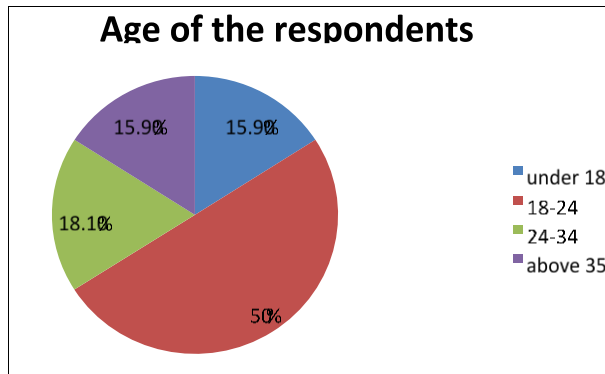


Fig 1: Age of the respondents

Interpretation

It is interpreted that majority (50%) of the respondents are in the age group of 18-24 years.

Table 2: How would you rate the quality of cereal brands compared to its competitors

quality	respondents	%
Much higher quality	21	15.2%
Higher quality	76	55.1%
Similar quality	29	21%
Lower quality	12	8.7%
Total	139	99%

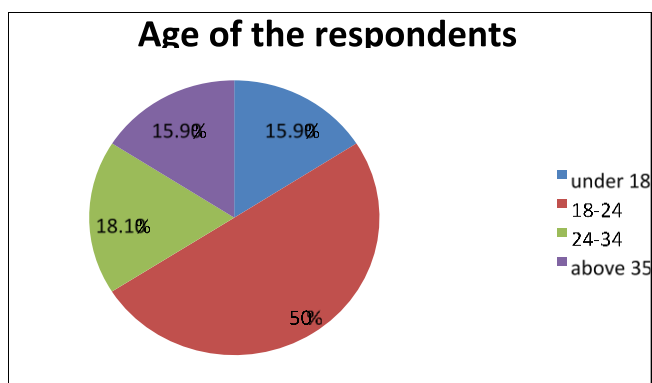


Fig 2: Quality of your preferred cereals brands.

Interpretation

It is that majority (55.1%) of the respondents are in the higher quality.

Chi-square analysis

Chi-square analysis formula

$$X^2 = \sum (O_i - E_i)^2 / E_i$$

Degree of freedom: (r-1) (c-1)

H₀: There is no relationship between gender and type of cereals.

Table 3: Chi-square

O	E	O-E	(O-E) ²	(O-E) ² /E
10	8.27	1.73	2.99	0.362
18	12.58	5.42	29.37	2.33
15	23.03	8.03	64.48	2.79
8	6.48	1.52	2.31	0.35
13	14.73	1.73	2.99	0.20
17	22.41	5.41	29.26	5.40
49	40.97	8.03	64.48	1.57
10	11.52	1.52	2.31	0.20
			Total	13.202

Result

The calculated chi-square value is (13.202) is higher than the (7.815) table value. Hence the null hypothesis is not accepted (H₀).

Findings

- The majority (50%) of the respondents are in the group of 18-24 years
- The majority (63.8%) of the respondents are female
- The majority (36.2%) of the respondents are professional
- The majority (42%) of the respondents are 1-2 times a weeks to consume cereal foods in a week.
- The majority (32.1%) of the respondents are occasionally to specific brand of cereal when making a purchase
- The majority (53.3%) of the respondents are choosing No different cereal brands in a market
- The majority (39.9%) of the respondents choose taste influence your decision of choose a particular brand
- The majority (30.4%) of the respondents read online reviews before choosing a cereal brands
- The majority (53.3%) of the respondents are trying a new cereal brands based on family or friends
- The majority (55.6%) of the respondents choose No to preferred cereal brands on social media
- The majority (30.4%) of the respondents Instagram social media platform of cereals brands
- The majority (47.1%) of the respondents is preferring oats
- The majority (48.9%) of the respondents are choosing resalable packaging to attracts the cereals brands
- The majority (34.8%) of the respondents are using current 1 cereals brands
- The majority (55.1%) of the respondents choose higher quality of preferred cereals brands to its competitors
- The majority (40.1%) of the respondents are purchase rarely on online cereals
- The majority (53.6%) of the respondents is satisfied with level of satisfication of favorite cereal brands
- The majority (50.7%) of the respondents choose to seek out information about new cereals brands on product in the market

Suggestions

- The comprehensive study to investigate the prevalence of brand loyalty among consumers of cereal foods.
- The factors influencing consumer loyalty within the cereal foods sectors, such as taste preference, packaging, nutritional content, and brand perception.
- The consumer behaviors, attitudes, and purchase patterns towards different cereals brands to identify key drivers of brand loyalty.

Conclusion

The study on the incidence of brand loyalty among consumers of cereals foods concludes that brand loyalty is a significant factor influencing consumer behavior in the cereal foods industry. Through data analysis and surveys it was found that a considerable portion of consumers exhibit strong brand loyalty towards certain brands, which impact their purchasing decisions.

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