'A STUDY ON ROLE OF ANTECEDENTS OF CUSTOMER ATTITUDE TO BUILD BRAND LOYALTY WITH SPECIAL REFERENCE TO PERIYAR FOOD PRODUCTS '

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Abstract: The purpose of the study on" A study on the antecedents of consumer attitude to build brand loyalty with special reference to Periyar food products" is to understand the effectiveness of customer attitude to build brand loyalty. Through the study the researcher will be able to understand the impact of customer attitude towards the Periyar brand also researcher can find out which antecedents is highly influencing to create positive attitude among the consumer so by understanding the antecedents of attitude the researcher can also find out whether the positive attitude create loyalty among the consumers. The study could provide the information on the role of antecedents of customer attitude to build brand loyalty. Further this study will review the impact of antecedents like customer satisfaction, trust and perceived value in building brand loyalty. The researcher used Multiple Regression analysis to prove the positive relation with in depended variables Trust, Satisfaction and Perceived Value with the depended variable Brand Loyalty. This study would be beneficial to Periyar company to make improvement in their product and brand, it also helps in taking decision regarding the product improvement, price, service and promotional strategy

Index Terms – **Consumer Behavior, Periyar Food Products, Attitude, Trust, Brand Loyalty, Customer Satisfaction, Perceived value**

1. INTRODUCTION

An individual with a positive attitude towards a product/service offering is more likely to make a purchase; this makes the study of consumer attitudes highly important for a marketer. An attitude may be defined as a feeling of favorableness or unavoidableness that an individual has towards an object (be it a person, thing or situation). It is a learned predisposition to exhibit and act based on evaluation resulting in a feeling of like or dislike towards and object Brand loyalty occurs when a customer chooses to repeatedly purchase a product produced by the same company instead of a substitute product produced by a competitor in terms of consumer behavior, consumer attitudes may be defined as an inner feeling of favorableness or unavoidableness towards a product or service offering and the 4Ps. The research discussed the effect of satisfaction, trust and perceived value factors towards consumer attitudes to buy Periyar product. The researcher mainly focuses on the antecedents of customer attitude to build brand loyalty

2. PROPOSED DESIGN

ATTITUDE

An attitude describes a set of beliefs or views held about something and is defined in consumer psychology as an enduring inclination or tendency to respond to a brand or product in a specific way. It consists of three related elements: knowledge, beliefs and associations regarding the object; emotional attachment and a positive or negative evaluation; and behavioral intentions towards the object - purchasing intention, or willingness to become involved

ANTECEDENTS OF ATTITUDE

☐ SATISFACTION

The consumer's fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under- or over fulfillment (p. 13) *(Oliver 1997)*

Halstead, Hartman, and Schmidt 1994 A transaction-specific affective response resulting from the customer's comparison of product performance to some pre purchase standard (e.g., Hunt 1977; Oliver 1989) (p. 122).

Satisfaction is defined as an emotional state that occurs in response to the evaluation. Another definition of satisfaction is "a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption related fulfilment" Satisfaction is important in creating desirable consumer outcomes for manufacturers and retailers. Hence, it is necessary to measure satisfaction

☐ PERCIEVED VALUE

The customer value can be explained as the diffidence between benefits that a consumer gain from a product and the cost that they bear for attaining that product. The cost and benefit analysis are important because consumer satisfaction is only made if they bear less cost and get greater benefits from a product. There are four types of benefits and four types of cost related to a product. The four benefits are product benefit, Service benefit, Personnel benefit and image benefits. Hence it is important for a company to keep the concept of consumer value if they want to make their consumer loyal towards their brand

☐ TRUST

Trust is a multidimensional metric which represents consent of a trustor to have confidence in a trustee for his positive behavior. Trustor and trustee are two major entities of trust where a trustor is a person who evaluates how much he/she credits a trustee whereas a person who is being evaluated by trustor is termed as trustee (*Beak and Kim, 2014*)

"Trust is the attitudinal ground—in affectively motivated loyalty—for acceptance of solidary relationships" *(Parsons, e,142)*.

Trust is the glue that holds the business relationship together and is expressed repeatedly in your actions. This includes what you do and do not do. Simple things are key, such as returning phone calls immediately and being consistent in your words and actions. In this way, trust is an absolutely essential part of sales, as well as business in general. If trust is not present, customers will not buy. Trust is an investment, building trust is not cheap. It is an investment in your service to customers.

BRAND LOYALTY

"Oliver 1999has defined loyalty as a deeply held predisposition to repatronize a preferred brand or service consistently in future thereby causing repetitive same brand purchasing"

Brand loyalty occurs when a customer chooses to repeatedly purchase a product produced by the same company instead of a substitute product produced by a competitor. Brand loyalty is important for several reasons. First, it reduces the cost of production because the sales volume is higher. Second, companies with brand-loyal customers don't have to spend as much money on marketing the product, which will permit the company to either retain more earnings or to invest resources elsewhere. Third, companies may use premium pricing that will increase profit margins. Finally, loyal customers tend to recommend products that they like.

The following figure shows the proposed model
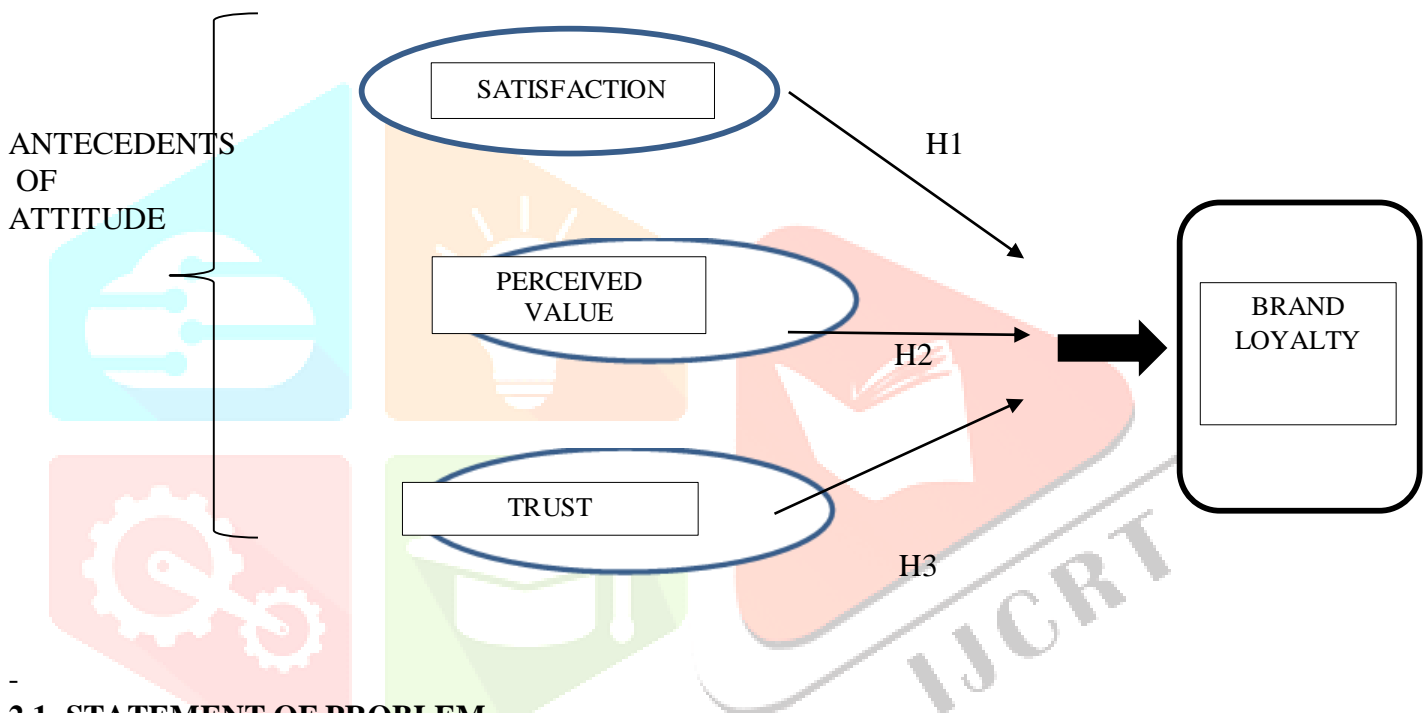
2.1 STATEMENT OF PROBLEM

In the present scenario demand for consumer goods have been increasing day by day especially the branded consumer goods and foods category this situation make the market so competitive with plenty of branded and un branded food product category in the market, only by intensive research the details can be brought into light

2.2 OBJECTIVE OF STUDY
Primary objective
  ➢ To analysis the role of antecedents of customer attitude to build brand loyalty
Secondary objective

  ➢ To study the customer satisfaction to build brand loyalty
  ➢ To study the customer trust to build brand loyalty
  ➢ To study the perceived value of the customer to build brand loyalty
  ➢ To study how to improve the brand loyalty of the customer

2.3 HYPOTHESIS OF THE STUDY

☐ H1: There is a positive relationship between customer satisfaction and customer loyalty
H0: There is no relation between the customer satisfaction and customer loyalty

☐ H1: There is a positive relationship between customer trust and customer loyalty
H0: There is no relation between customer satisfaction and customer loyalty

☐ H1: There is a positive relationship between customer perceived value and customer loyalty
H0: There is no relation between customer perceived value and customer loyalty

3. RESEARCH METHADOLOGY

3.1. RESEARCH DESIGN

The formidable problem that follows the task of defining the research problem is the preparation of the design of the research project, popularly known as the "research design". Decisions regarding what, where, when, how much, by what means concerning an inquiry or a research study constitute a research design. "A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure."1 In fact, the research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data. As such the design includes an outline of what the researcher will do from writing the hypothesis and its operational implications to the final analysis of data.

3.2 POPULATION OF STUDY

The study was conducted in Thrissur and Ernakulam District to get the information on the role of antecedents of customer attitude to build brand loyalty.

3.3 SAMPLING

Sampling is the process of selecting units from a population of interest so that by studying the sample one can fairly generalize results back to the population from which they were chosen. The sample selected for this study is by using stratified random sampling, as the population is scatter around Kerala and also it is the least expensive and less time-consuming technique.

3.4 SAMPLE SIZE

A sample is a subset of a population that is used to represent the entire group as a whole. The sample size taken for the study is 100

3.5 STATISTICAL INSTRUMENT AND TOOLS USED FOR STUDY

Various data analysis tools were used for the study. The important tools among them are tables, Pai chart, Regression and Percentage analysis

3.6 DATA COLLECTION

Primary data: The primary data are collected by direct survey through questionnaire.
Secondary data: The secondary data are collected from the company profile, industry profile, business magazine ,articles , official website and internet

3.7 SOFTWARE USED FOR ANALYSIS

Software used for data analysis is Excel and SPSS software

4. DATA ANALYSIS AND INTERPRETATION

Data do not however "Speak for themselves". The researcher often finds data analysis most enjoyable part of carrying out a study. Even if the data do not provide desired answers, yet it presents another opportunity for creativity. So analysing the data and interpreting the results are the reward for collecting data.

4.1 SPSS ANALYSIS

HYPOTHESIS FOR ANALYSIS

☐ H0: There is no relation between the customer satisfaction and customer loyalty
   H1: There is a positive relationship between customer satisfaction and customer loyalty
☐ H0: There is no relation between customer satisfaction and customer loyalty
   H1: There is a positive relationship between customer trust and customer loyalty
☐ H0: There is no relation between customer perceived value and customer loyalty
   H1: There is a positive relationship between customer perceived value and customer loyalty

REGRESSION

	Mean	Std. Deviation	N
Brand loyalty	3.5267	1.09646	50
Perceived value	3.6700	.69149	50
Trust	3.5800	.83824	50
satisfaction	3.7733	.85831	50

Table: 4.1.1 Descriptive Statistics

		Brand loyalty	Perceived value	trust	satisfaction
Pearson Correlation	Brand loyalty	1.000	.795	.884	.780
	Perceived value	.795	1.000	.751	.742
	trust	.884	.751	1.000	.818
	satisfaction	.780	.742	.818	1.000
Sig. (1-tailed)	Brand loyalty	.	.000	.000	.000
	Perceived value	.000	.	.000	.000
	trust	.000	.000	.	.000
	satisfaction	.000	.000	.000	.
N	Brand loyalty	50	50	50	50
	Perceived value	50	50	50	50
	trust	50	50	50	50
	satisfaction	50	50	50	50

Table: 4.1.2 Correlations

Model	Variables Entered	Variables Removed	Method
1	satisfaction, percieved value, trust(a)	.	Enter

Table: 4.1.3 Variables Entered/Removed(b)   a All requested variables entered.

b Dependent Variable: brand loyalty

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					
					R Square Change	F Change	df1	df2	Sig. F Change	R Square Change	F Change	df1	df2
1	.907(a)	.822	.810	.4775	.822	70.789	3	46	.000		

Table: 4.1.4 Model Summary(b)

a Predictors: (Constant), satisfaction, perceived value, trust
b Dependent Variable: brand loyalty

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48.421	3	16.140	70.789	.000(a)
	Residual	10.488	46	.228		
	Total	58.909	49			

Table: 4.1.5 ANOVA(b)

a Predictors: (Constant), satisfaction, perceived value, trust
b Dependent Variable: brand loyalty

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	-1.325	.371		-3.569	.001
	Perceived value	.447	.159	.282	2.815	.007
	trust	.812	.152	.621	5.332	.000
	satisfaction	.081	.147	.063	.552	.584

Table: 4.1.6 Coefficients(a)

a Dependent Variable: brand loyalty

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.1514	5.3729	3.5267	.99407	50
Std. Predicted Value	-2.389	1.857	.000	1.000	50
Standard Error of Predicted Value	.070	.247	.129	.042	50
Adjusted Predicted Value	1.0636	5.4144	3.5207	.98803	50
Residual	-1.41242	.75039	.00000	.46265	50
Std. Residual	-2.958	1.571	.000	.969	50
Stud. Residual	-3.016	1.835	.006	1.020	50
Deleted Residual	-1.46837	1.02356	.00598	.51459	50
Stud. Deleted Residual	-3.330	1.886	-.006	1.063	50
Mahal. Distance	.079	12.097	2.940	2.678	50
Cook's Distance	.000	.346	.030	.070	50
Centered Leverage Value	.002	.247	.060	.055	50

Table: 4.1.7 Residuals Statistics(a)

a Dependent Variable: brand loyalty

4.2 INTERPRETATIONS

Here the researcher was conducted multiple regression analysis to develop a model, researcher has selected brand loyalty as dependent variable then perceived value, trust and satisfaction as independent variable. Correlation analysis among brand loyalty & perceived value, brand loyalty & trust and brand loyalty and satisfaction has been conducted so it has been found from the analysis that there is a significant relationship between satisfaction & brand loyalty, perceived value & brand loyalty and trust & brand loyalty. So all the three null hypotheses (H0) has rejected and all the three alternative (H1) has been accepted .

While doing multiple regression analysis the researcher creates a model by taking 3 independent variable – perceived value, trust and satisfaction contributes customer loyalty , by analysing the model summery of multiple regression analysis the researcher found model fitness by considering R, R Square value, Adjusted R Square value and standard value. It has been found that 82.2% of the variation in dependent variable (brand loyalty) is explained by independent variable (perceived value, trust and satisfaction) .
So researcher found that model is fit, the regression equation is
$y = a + b_1 x_1 + b_2 x_2 \ldots \ldots b_n x_n$ where;   a is constant, b is Coefficient.
So in this case
$y = -1.325 + (.447 *\text{perceived value}) + (.812 *\text{trust}) + (.081 * \text{satisfaction})$

4.3 PROVED MODEL
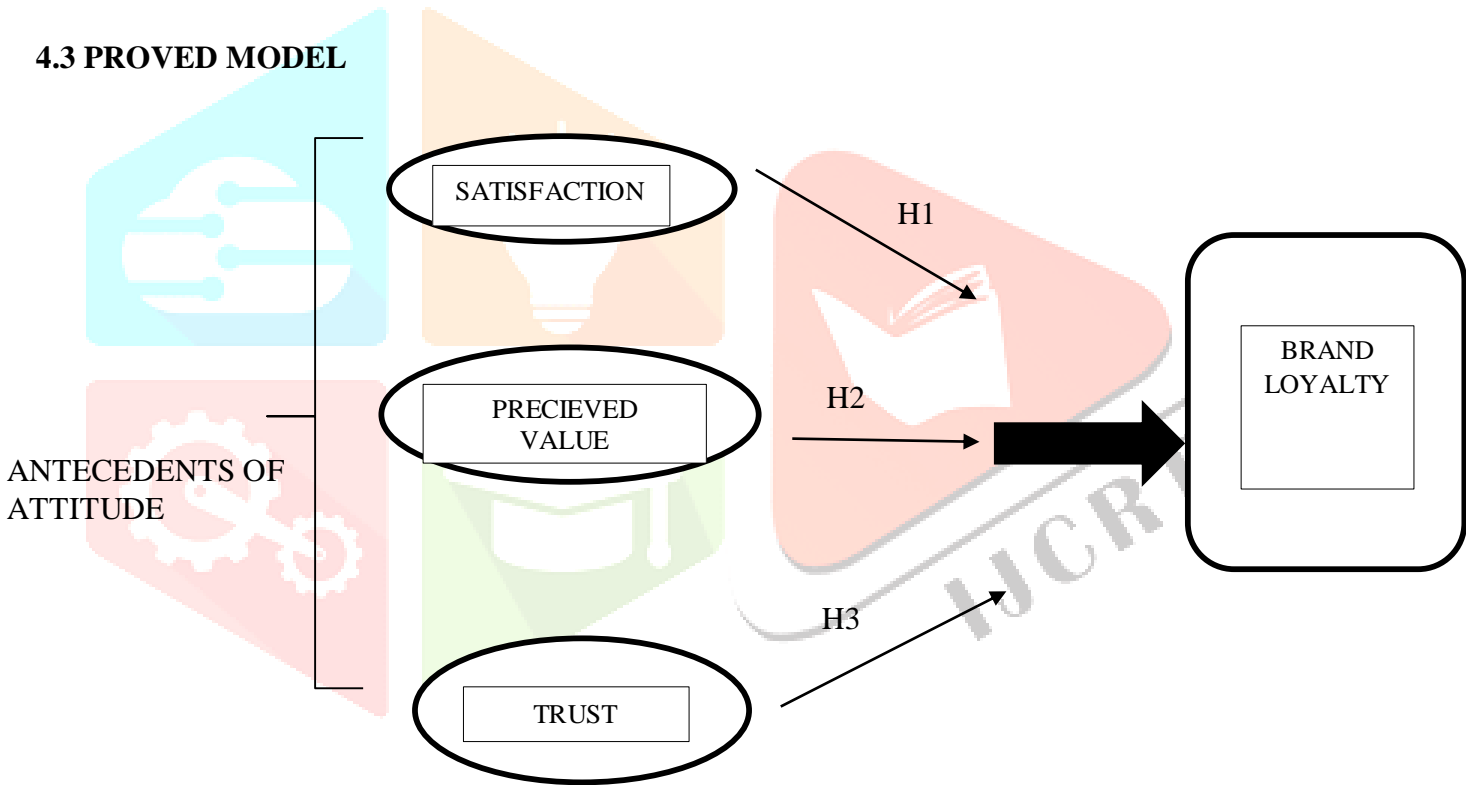
5.   SUMMARY OF THE FINDINGS

This study focuses on the antecedents of customer attitude, it mainly focuses on the customer satisfaction, trust, and perceived value which help to build positive attitude towards brand loyalty of Periyar food products. Based on the survey conducted among the customers, the researcher found that, Periyar food products are perceived as a Quality brand. Consumers are happy to use the products since the products are easy to cook. Pricing of the products are satisfactory as it is value for money

Most of the customers have rated the products are Healthy as they have not experienced any issue related to the contamination. The company has good penetration as the customers rated the products are available everywhere. The packaging and the labeling of the products are good and attractive. Most importantly the customers are rated the product quality, pricing and they trust the brand, hence they strongly recommend the Periyar products to others and even if the alternative brands are available in the market, most of them stick on to this brand. Customers are expressed their concern related to the way company taking up the consumer complaints, Periyar Food Products has to take this concern positively and make necessary steps for the continuous improvement to handle consumer complaints

As per the statistical analysis multiple regression it has been found that,

- There is a positive relation between brand loyalty and satisfaction.
- There is a positive relation between brand loyalty and trust
- There is a positive relation between brand loyalty and perceived value

By doing multiple regression it has been found that 82.2% of the variation in dependent variable (brand loyalty) is explained by independent variable (perceived value, trust and satisfaction) . So researcher proved the model fitness

6.CONCLUSION

The present" Study on the role of antecedents of customer attitude to build brand loyalty with special reference to Periyar food product "" was conducted to analyse customer positive attitude to build brand loyalty of Periyar food product. The researcher focus on the antecedents like perceived value, trust and satisfaction , the 3 hypotheses set for the study was H1: There is an positive relationship between customer satisfaction and customer loyalty H0:There is no relation between the customer satisfaction and customer loyalty , H1: There is an positive relationship between customer trust and customer loyalty H0: There is no relation between customer satisfaction and customer loyalty & H1: There is an positive relationship between customer perceived value and customer loyalty H0: There is no relation between customer perceived value and customer loyalty , and a proposed model was constructed, stratified random sampling is used to collect the samples for the study, the primary data for the study was collected through direct survey with the help questionnaire and the secondary data was collected from company profile, business articles etc. the data analysis is conducted by using percentage analysis, pic chart and regression analysis with the help of SPSS software & Excel. The study conducted by the researcher was successful and the alternative hypotheses was accepted in ,So the researcher is proved that there is a positive relation between antecedents of customer attitude and brand loyalty as per the percentage analysis it has been found that relation between perceived value & brand loyalty is good , relation between trust & brand loyalty is strong and relation between satisfaction & brand loyalty is high therefore it is concluded that there is a relationship between antecedents of customer attitude and brand loyalty .

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