

A Study On Impact Of Promotional Mix On Brand Loyalty

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I. INTRODUCTION

Today's market is characterized by cut throat competition. Pr manufacturer wants to capture the major share of the market. This is s by making the customers loyal towards a brand in the market. Brand nam helps in creating favorable disposition towards the products of a particular manufacturer in terms of quality and performance. The impact of the mes changes now underway affects brands and those who manage them in a variety of different ways, Brands are emerging as a vital competitive Wespen in almost all industries and businesses. It companies are to thrive in the future. they need to make use of every competitive weapon at their disposal. Branding is the best way to capture and retain the consumer demand in a competitive market. The marketer can create bound equity, brand loyalty and brand image for his products only through branding. A well promoted brand name which has a lot of goodwill and reputation in the market is very difficult to compete. Consumers pay a premium for a brand not because of its quality: but because it stands for a certain way of life. Brands are often the most valuable assets for companies. Yet they can lose their value overnight if not managed carefully. Manufacturers have every incentive to maintain quality. Trust continues to be the core attribute of any brand. The owners of brands have to work hard to retain that trust.

Brand loyalty consists of a consumer's commitment to repurchase or otherwise continue using the brand and can be demonstrated by repeat buying of a product or service, or other positive behaviors such as word of mouth advocacy,

II. REVIEW OF LITERATURE

Muhammad Madasar Ghafoor(2012),has conducted research subye "Impact of customer satisfaction and Brand Image on Brand Loyalty. The name of the Joulal is Progress in Business Innovation & Technology Management. A Sample

of 200 respondents was obtained about the time frame of 1 month. Tools are used and tested by using SPSS Software. This research elaborate that customers can be made loyal to brand by providing satisfaction through better quality service. The results are customer satisfaction and brand image both had a positive impact on brand loyalty.

Ebru Tumer (2012), had conducted a research study on "Brand Trust and Brand Affect: their strategic importance on Brand Loyalty". The Journal name is Journal of Global Strategic Management. Sample of 9% respondents has been taken. The researcher tests the hypothesis and model with Structural Equation Modeling. The purpose of study is to investigatin the effects of factors on consumer brand loyalty. The results are factors will have an effect of consumers brand loyalty. The findings confirm the indirect effect of consumers brand affect on brand trust and consumers brand affect on brand trust and consumer brand loyalty relationship.

M. Punniyamoorthy, M. Prasanna Mohan Raj (2013), had conducted a research study titled," An Empirical Model for Measuring Brand Loyalty". The name of the Journal is Journal of Targeting, Measurement and Analysis for Marketing. The model has been developed by using Factor analysis, Multiple Regression Analysis and Analytical Hierarchy Model. A sample of 180 respondents was obtained. The model was built based on factors influencing brand loyalty. This study is based on factors influencing brand loyalty. The findings are brand loyalty score is measured and suggest ways to increase brand loyalty among customers.

Mohammad Falahat, Sia Bik Kai(2018).conducted a study on "Brand Loyalty and Determinates of Perceived Quality and Willingness to Order". The Journal Name is Academy of Strategic Management Journal. Samples of 300 respondents are taken and Quota Sampling is used. Structured Equation Modeling

was used. The findings are perceived quality is fully mediates price, advertising towards willingness to order. The results are brand loyalty is strongly associated with perceived quality and willingness to order.

III. RESEARCH METHODOLOGY

This study was conducted in Coimbatore district with the sample size of 200. The data were collected from the response through questionnaire method. Tools used for this study is ANOVA and Chi-Square

IV. DATA ANALYSIS AND INTERPRETATION

ANOVA

Mahendra pumps directly contacts me to feel I am valuable customer

	SumofSquares	Df	MeanSquare	F	Sig.
BetweenGroups	16.795	4	4.199	6.268	.000
WithinGroups	130.625	195	.670		
Total	147.20	199			

Inference:

From the above table the Calculated F value is 6.268 which was below the level of 0.05%. Hence the Hypothesis of H_0 is truly fit and it is acceptable.

Promotions of Mahendra pumps influenced me to be loyal to the product

	SumofSquares	Df	MeanSquare	F	Sig.
BetweenGroups	1.471	4	.368	.666	.616
WithinGroups	107.649	195	.552		
Total	109.120	199			

Inference:

From the above table the Calculated F value is 0.666 which was high the level of 0.05%. Hence the Hypothesis of H_1 is truly fit and it is acceptable.

Mahendra Pumps uses social media to remind me about new product innovations

	SumofSquares	Df	MeanSquare	F	Sig.
BetweenGroups	17.978	4	4.495	3.526	.008
WithinGroups	248.577	195	1.275		
Total	266.555	199			

Inference:

From the above table the Calculated table the calculated sum value is .08 which was high the level of 0.05%. Hence the Hypothesis of H1 is truly fit and it is acceptable.

The advertisement of Mahendra pumps made me associate with other consumers

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	10.258	4	2.564	2.586	.038
Within Groups	193.422	195	.992		
Total	203.680	199			

Inference:

From the above table the Calculated table the calculated sum value is .038 which was below the level of 0.05%. Hence the Hypothesis of H0 is truly fit and it is acceptable.

Chi-Square Tests

Mahendra pumps advertisement made me recognize the brand easily from other competitor

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.669 ^a	16	.001
Likelihood Ratio	38.653	16	.012
Linear-by-Linear Association	2.506	1	.113
N of Valid Cases	200		

Inference:

From the above table the Calculated table the calculated sum value is .001 which was below the level of 0.05%. Hence the Hypothesis of H0 is truly fit and it is acceptable.

Rewards of Mahendra pumps differentiates it from other competitors *

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	62.684 ^a	16	.000

LikelihoodRatio	55.208	16	.000
Linear-by-LinearAssociation	29.368	1	.000
NofValidCases	150		

a.16cells(64.0%)haveexpectedcountlessthan5.Theminimumexpectedcountis.06.

Inference:

FromtheabovetabletheCalculatedtablethecalculatedsumvalueis.000whichwasbelowthelevelof0.05%. Hencethe Hypothesis ofH0is trulyfitanditis acceptable.

The advertisement of Mahendra pumps made me associate with other consumers Crosstabulation

Chi-SquareTests

	Value	df	Asymp. Sig. (2-sided)
PearsonChi-Square	69.254 ^a	16	.000
LikelihoodRatio	67.541	16	.000
Linear-by-LinearAssociation	32.899	1	.000
NofValidCases	150		

a.14cells(56.0%)haveexpectedcountlessthan5.Theminimumexpectedcountis.04.

Inference:

FromtheabovetabletheCalculatedtablethecalculated sumvalueis.000whichwasbelowthelevelof0.05%. HencetheHypothesis of H0is trulyfitanditis acceptable.

V. CONCLUSION

The Today's Pump brand is one of the fast moving brands in Tamil Nadu. Its Manufacturing factory is in coimbatore. The company has good market share which the resultof efforts made by Company.

The company is having good customers network and it is maintaining good relations with them.i.e., the service rate of the company is good. With the promotional strategies and increase of satisfaction among customers, the company can grow and become a market leader in future.Providing high satisfaction leads to high loyalty.

The promotional mix is a term used to describe the set of tools that a business can use to communicate effectively the benefits of its products or services to its customers. The challenge is to select the right mix of promotional activities to suit the particular business at a particular time and to then use it correctly to achieve result. One of the most important marketing decisions that managers may need to make centers around determining the most effective way to promote their business and products. This study examines how promotional mix i.e. advertising, personal selling, sale promotion, public relations and direct marketing affect brand loyalty.

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