



Impact Study on Brand Personality on Consumers' Loyalty towards Dairy Goods

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Authors' contributions

This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.

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ABSTRACT

Brand loyalty means people stick with certain brands over time. True brand loyalty means someone sticks with a brand even if other options are available or it's not the most convenient choice. We explore how brand loyalty influences consumer behavior and organizational success, recognizing loyal customers as crucial brand advocates. Leveraging insights from previous studies, we aim to understand the relationship between brand personality and brand loyalty, particularly focusing on AMUL milk products consumers in Coimbatore. Through in-person interviews and a carefully designed questionnaire, we collected data to analyze using multiple linear regression analysis. Our findings highlight the significant impact of brand personality traits such as being down-to-earth, responsible, active, innovative, bold, and simple on brand loyalty among AMUL consumers. These insights provide valuable guidance for marketers in developing strategies to enhance brand loyalty

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and gain a competitive edge in the market. By emphasizing these key personality traits in advertising efforts, companies like AMUL can cultivate lasting relationships with consumers and drive brand loyalty, ultimately contributing to sustained success in the marketplace.

Keywords: Brand loyalty; brand personality; multiple linear regression; AMUL.

1. INTRODUCTION

A brand is like a bundle of symbols, experiences, and connections tied to a product, service, person, or anything else. Brands are important in our culture and economy now [1]. They're like personal statements and trendy accessories. When we talk about brands in a market where lots of brands compete, how much people keep buying a brand over time is linked to how loyal they are to that brand. People might choose different brands based on their attitudes and behaviors, for themselves or their families [2]. Knowing what brands people prefer and how loyal they are to those brands is important because nowadays, almost everything people buy is branded. So, this research aims to figure out what brands people like for certain things.

Brand loyalty means someone keeps buying the same brand and might even tell others about it [3]. True brand loyalty means someone sticks with a brand even if there are other options available or it's not the most convenient choice. Sometimes, people just keep buying a brand because it's the easiest option, not because they really love it. That's called "spurious loyalty." Real brand loyalty happens when people really like a brand and keep buying it. This kind of loyalty is great for companies because loyal customers might pay more, cost less to serve, and even bring in new customers [4]. Branding is super important for whether something sells well or not [5]. It also affects how people see the company behind the brand. So, a brand isn't just about a product; it's like a symbol of the whole company, and that's where real brand loyalty comes from [6].

Brand loyalty has emerged as a key metric for assessing consumer behavior and organizational success. There was an association between customer awareness and customer loyalty of the respondents [7]. Loyal customers not only drive profitability but also serve as brand advocates, amplifying positive word-of-mouth and bolstering market reputation. The relationship between brand personality and brand loyalty is paramount, as highlighted by Plummer [8] and David Aaker [9]. Understanding and leveraging

brand personality can significantly impact consumer loyalty, as brands that embody desirable traits and values are more likely to foster enduring relationships with consumers [10]. Consequently, unravelling the interplay between brand personality and brand loyalty is essential for marketers seeking to cultivate a loyal customer base and gain a competitive edge in the dynamic marketplace.

2. LITERATURE REVIEW

Brand loyalty was built over time through a collection of positive experiences that required consistent effort and attention to detail. Loyal customers were repeat customers who choose a brand or company without even considering other options. They bought more, and they bought more regularly, and they frequently recommend the brand to others [11]. Wong et al [12] mentioned that another positive effect of brand loyalty was that loyal customers often provided more feedback to companies, allowing them to enhance their products and services accordingly to the consumers' wishes.

Flint [13] suggested six steps in his study to create brand-loyal customers. The first step involved asking the customers what they want; the second step was communicating to your customers what they should expect from the brand. The third step that Stirtz suggested was to create easy ways for the customers to provide feedback. The fourth step was listening to what your customers say. This included both utilizing the customer feedback, as suggested in the third step, but also other ways people communicate about the brands, such as the Internet. The fifth step was a direct continuation of the fourth one. The final step is that of repetition. The whole process needed to be repeated constantly to be successful and generate higher levels of loyalty.

Giddens and Hofmann [14] concluded that loyal consumers are committed to a brand, willing to pay a higher price for a certain brand over others, and readily recommended the given brand to other people they know. They also mentioned three important outcomes that were the backbone of the importance of brand loyalty. The first reason pointed out was that companies

with high brand loyalty enjoyed higher sales volumes. Mattila [15] proved that loyalty can increase customers' "forgiveness", should a failure in service occur, and the resistance to premium prices is also reduced. Knox and Denison [16] point out that loyal customer allocated proportionally more of their budget to their "first choice" brand than customers who switch to another brand later on.

Reichheld et al., [17] explained the generation of brand loyalty in much simpler terms, stating that loyalty is won through delivery of superior customer experience. Brand loyalty was built over time through a collection of positive experiences that required consistent effort and attention to detail. Loyal customers were repeat customers who choose a brand or company without even considering other options. They bought more, and they bought more regularly, and they frequently recommend the brand to others [11].

Long [18] find out the relationship between the consumer personality trait and brand personality and brand loyalty in the case of video games and toy buyers using regression analyses. Mengxia [19] investigated the Influence of brand personality on consumers' brand preference, affection, loyalty and purchasing intention. Kumar et al [20] sorted out the connection between brand personality and brand loyalty, and separately used durable goods (cars), and consumer goods (toothpastes) to explore the relationship between brand personality and brand loyalty. The result showed that brand personality may influence consumers' brand loyalty to consumable goods.

Maneechaeye and Watcharaphat, [21] used multiple regression analysis to measure the relationship between the brand personality and brand trust and found that they both exhibited positive influence. He also tested the influence of brand personality on brand attitude and found the significance influence.

3. METHODOLOGY

In this research, we gathered information directly from consumers of AMUL milk products in six areas of Coimbatore. We used a convenience sampling technique with a sample size of 120. We approached them in person and asked them questions from a carefully designed questionnaire that we had tested beforehand. Before they filled out the questionnaire, we

explained to them why we were conducting the study. We specifically focused on consumers who use Amul products because they could provide valuable insights about the brand. To understand the personality of the Amul brand, we employed a statistical technique called multiple linear regression analysis.

3.1 Multiple Linear Regression Analysis

Multivariate linear regression (MLR) is a statistical method used to forecast the outcome of a target variable by considering multiple explanatory variables. MLR aims to create a model that explains the linear connection between the independent variables (denoted as x) and the dependent variable (denoted as y) that's under investigation [22]. The fundamental equation for MLR is:

$$y = \beta_0 + \beta_1x_1 + \dots + \beta_mx_m + \epsilon$$

The attitude customer forms towards a brand play a role in affecting brand loyalty, brand image, brand value. In this research the effect of brand personality of Amul on customers attitude towards the Amul is tested. Hence in this multiple linear regression analysis is used to test whether brand personality has a positive effect on brand loyalty.

4. RESULTS AND DISCUSSION

4.1 Measuring Brand Loyalty

For any firm their loyal customers form the heart of the customer group because this loyal group can spread good image on the brand through their information sharing and these groups tend to be less swayed by competitor's advertisements. Hence it becomes essential for any firm to know about its loyal customers. In this section the loyalty of customers towards Amul brand and the influence of brand personality on the brand loyalty of the customers were discussed.

4.2 Loyalty on Brands having Personalities Similar to the Respondents

In this part of the study an attempt was made to know about the general opinion of respondents being loyal to the brands they considered to have similar personality as of theirs. The data collected was analyzed and the results are presented in the Table 1.

Table 1. Loyalty on brands

S.No	Particulars	No. of Respondents	Percentage
1	Yes	70	58.33
2	No	50	41.67
	Total	120	100.00

From Table 1, it can be concluded that 58.33 per cent of the respondents were loyal to the brand they perceived to have personality that is similar to theirs while 41.67 per cent respondents said they were not loyal to the brands even though it had same persona as of theirs. These loyal customers tend to buy more products of the brand and are less price sensitive. They can create more profit to the company. They can introduce many others to the brand they use by word-of-mouth information. Amul can make use of this information to target its market activities on customers who were willing to be loyal to the brands they use.

4.3 Loyalty of AMUL Customers

An attempt was to know about the brand loyalty of Amul customers. This could help the firm in knowing better about its customers. The loyalty of Amul users was measured by using the 5-point Likert scale. The details collected were analyzed and the results are shown in Table 2.

From the Table 2 it could be seen that 40 per cent of the respondents agreed to the statement that they generally buy the Amul brand of products and next major share 36.67 per cent of the respondents were neutral about their idea to the statement while 10.83 per cent were loyal users. The mean score of 3.48 revealed that considerable number of the respondents were regular buyers of Amul products. Only 10.83 per cent respondents disagreed to the statement. So the case firm needs to concentrate more on keeping the loyal customers rather adding new customer group which could result in more revenue to the firm.

The second statement had a mean score of 3.38 stating that majority respondents were neutral to the statement that they are not likely to continue a brand without considering other brands. This can be proved from the data that major share (35.83) of the respondents were neutral while 31.67 respondents were likely to buy the same brand without considering others. It was interesting to note that 17.50 per cent of the respondents disagreed to the statement. They

considered other competitors products and possible options before buying a particular brand of product. The case firm could place the price of its products below its competitors to entice the customers.

The statement ‘Once I get used to a dairy brand, I hate to switch’ had a mean score of 3.28. The major share (32.50) of the respondents agreed to the statement while 25.83 per cent of the respondents disagreed to the statement. 25 per cent of the respondents were neutral to the statement. It became evident that major respondents were likely to switch to other brands if they get bored of a brand or felt competitors offer much better products. The case firm should work more on the neutral group of customers to move towards it by offering special promotion packages and options of products.

The fourth statement had a major share of respondents (40.83 per cent) agreeing to it while 24.17 per cent were neutral to the statement. The mean score (3.60) confirmed that majority of the customers were possibly to continue the brand they like and they rarely switch from it just to try something different. 18.33 per cent of the respondents completely agreed. From this it became evident that the case firm’s loyal users will remain loyal to the brand and they rarely going to switch. Hence the firm could give special discounts and preferences to its loyal customer to retain them. It can design its sales method in such a way that it attracts more other customers just to try out the Amul brand.

From the Table 2 it can be concluded that 31.67 per cent of the respondents agreed that they only buy the Amul brand of products while 27.50 per cent of the respondents were neutral to the statement. The mean score (3.22) also proved that the Amul brand had 52 per cent of the respondents as loyal group. This group should be the prime focus of the firm. 26.67 per cent of the respondents disagreed to the fact while 11.67 per cent of them completely agreed the statement.

Table 2. Loyalty of AMUL customers

Statements	Completely agree	Agree	Neutral	Disagree	Completely Disagree	Mean Score
I generally buy the AMUL brand of products	13 (10.83)	48 (40.00)	44 (36.67)	13 (10.83)	2 (1.67)	3.48
Once I have made a choice on dairy products brand to purchase, I am likely to continue to buy it without considering other brands	16 (13.33)	38 (31.67)	43 (35.83)	21 (17.50)	2 (1.67)	3.38
Once I get used to a dairy brand, I hate to switch	16 (13.33)	39 (32.50)	30 (25.00)	31 (25.83)	4 (3.33)	3.28
If I like a brand, I rarely switch from it just to try something different	22 (18.33)	49 (40.83)	29 (24.17)	20 (16.67)	0 (0.00)	3.60
Even though there are number of different brands, I always tend to buy the brand AMUL	14 (11.67)	38 (31.67)	33 (27.50)	32 (26.67)	3 (2.50)	3.22

Table 3. Personality traits influencing the brand loyalty

S.No	Independent variables	Coefficients Beta	t value	Significance
1	(Constant)	7.720	-	-
2	Down-to-earth (ind1)	.344	3.753	***
3	Stable (ind2)	.085	3.717	NS
4	Responsible (ind3)	.160	2.901	**
5	Active (ind4)	.251	-1.726	*
6	Dynamic (ind5)	.014	2.493	NS
7	Innovative (ind6)	.321	3.143	***
8	Bold (ind7)	.271	-2.897	***
9	Ordinary (ind8)	-.103	2.989	NS
10	Simple (ind9)	.194	-.958	*
11	Romantic (ind10)	-.033	1.872	NS

Significant at ***1%, **5% levels, * 10% levels and NS- Not significant

4.4 Influence of Brand Personality on Customer's Loyalty towards the Brand

From review of past literatures, it was evident that the brand personality had a positive influence on brand loyalty. The brand loyalty of the consumers was influenced by the brand personality dimensions of Amul. Linear regression method was employed for the analysis. The results are presented in the Table 3.

It could be inferred from the Table 3 that among the various variables which could influence the brand loyalty of Amul consumers, the personality features down-to-earth, responsible, active, innovative, bold simple are positively influencing the brand loyalty of customers. The adjusted R² was 0.672 implying that 67.2 per cent of the variations were reflected by the variables identified in the function.

The coefficient with respect to variables down-to-earth (ind1), innovative (ind6) and bold (ind7) was significant at one per cent level such that one per cent increase in these attributes will increase the brand loyal customers by one per cent. This implies that as these personality features of Amul of brand were to be given more importance in advertising arena, the number of loyal consumers would increase significantly.

The variable responsible (ind3) had a positive and significant influence on the loyal consumers at five per cent level. When the responsibility nature of Amul brand is increased by one per cent the number of loyal consumers would increase by 0.16 per cent.

The personality feature active (ind4) had a positive and significant influence on the number

of brand loyal customers and was found to be significant at ten per cent level. When the active persona of the brand in increased by one per cent efficiency the loyal customer group would increase by 0.25 per cent.

The attribute simple (ind9) also had a significant effect on loyalty of the consumers at ten per cent significance level. When the simplicity of the brand is increased by one per cent, the loyal consumers would increase by 0.19 per cent.

From the above discussion it can be concluded that when the Amul brand increases the projection of its personality traits like innovativeness, being bold, active, responsible, simple, that were found to be significant in this study then the number of brand loyal customers can be increased. Thus the brand personality has a positive influence on the brand loyalty of the customers is found to be supported [23].

5. CONCLUSION

In this research, data was collected directly from consumers of AMUL milk products in six areas of Coimbatore, engaging them through in-person interviews using a pre-tested questionnaire. The focus on AMUL consumers aimed to gain valuable insights into the brand. To gauge the impact of AMUL's brand personality on customer attitudes, multiple linear regression analysis was utilized. Our findings revealed that brand personality significantly affects brand loyalty. Specifically, traits like being down-to-earth, responsible, active, innovative, bold, and simple were found to positively influence brand loyalty among AMUL consumers. These results suggest that emphasizing these personality traits in AMUL's advertising strategies could lead to increased brand loyalty. Additionally, our analysis

indicated that loyal customers tend to stick with the brand even in the presence of competitive alternatives. Therefore, fostering these identified personality traits can serve as a strategic approach for AMUL to retain and attract loyal customers, thus supporting the hypothesis that brand personality positively impacts brand loyalty.

COMPETING INTERESTS

Authors have declared that they have no known competing financial interests or non-financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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