



World Scientific News

An International Scientific Journal

WSN 131 (2019) 88-109

EISSN 2392-2192

Brand Devotion and Customer Purchase Actions: A Study on Fmcg Stock

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ABSTRACT

The existing research paper explored the impact of brand loyalty and recognition of merchandise, as well as brand consciousness, brand expertise, loyalty, satisfaction, risk aversion to end production and brand image. The scope of assessment was Hyderabad city. The tool used was a questionnaire. The study population was 235 respondents and the results were statistically evaluated. The end result showed that brand loyalty significantly impacted on customer purchase and choice of media for advertisement. In addition, brand knowledge is one of the key factors influencing brand devotion and product purchase.

Keywords: Brand Devotin, Brand Awareness, Brand Loyalty, Brand Image, Barnd Trust, Consumer Delight

1. INTRODUCTION

Consumer perception toward the Brand loyalty refers the non-stop buy of the products or offerings from the identical agency in area of an opportunity services or products from a competitor. Customers perception is the identification of a particular Brand inside the thoughts of the client and it has a significant effect on a Brand. The client belief does now not always have very much effect at the real overall performance of the product; while it is based totally at

the modern-day-day recognition of Brand and product image with admire to the understanding of the customers. The customers belief is the method of influence of the Brand, statistics approximately the Brand which can result in transformation of Brand into Brand Devotion. The consumers notion inside the course of brand loyalty of the fmcg product is analyzed recognition, knowledge, Brand Awareness, chance aversion to trade the Brand, pleasure and Brand believe of the customers.

2. LITERATURE REVIEW

Ong Choon Hee, Woon Say Yen (2018) studied that Media advertising is one of the major tool which enhancing the consumers purchase notion and they conducted research at Malaysian meals and beverages industries context. The result shows that media like print, board costing and social media advertisements having greater influence or association on purchase behaviour of consumers, and last social media ads have strongest predictors of purchasing conduct of consumers.

Tritama et al., (2016) evaluate the correlation between impact social media exposure and building the brand awareness of companies product, the final results show that the best advertising communication maintain companies revenues in effective manner, media is major tool to maintain new and existing customers by creating effective media exposure tools for the sale and create brand towards their product. Ovidiu Ioan Moiescu (2009) examined the comparative behaviour between the brand recall and brand recognition in the case of durable and non durable items on urban Romanian consumers, and also reveal that their study explained that brand awareness is one of the dimensions of the brand equity and it is prerequisite of consumers buying selection. Brand awareness can also influence consumers' perceived threat evaluation and their self-assurance in the purchase choice, because of familiarity with the brand and its traits. They tries to expose the importance of unaided brand attention with regard to clients' shopping for decision and, aided Brand awareness when assessing the perceived risk associated with the purchase.

Poranki and Kameswara (2015) take a look at that the client preference is widened with more brand Awareness a few of the purchasers and the impact on the patron pride will be measured greater appropriately. The consequences suggest that there is an impact of brand Awareness on patron pleasure with admire to product great, fee and size of the cigarettes and many others. To construct a strong Brand, brand recognition is necessary for such strength (Buil et al., 2013). Brand consciousness differentiates the emblem from competitors and results in emblem preference (Valavi, 2014). Balaji (2011) noted that emblem focus influences the energy of emblem relationships in the purchaser's mind. Aaker (1991) taken into consideration that brand recognition affords a client ok reason to don't forget the logo in his attention set. Emblem consciousness has been tested in customer' behaviour research (Hsu et al., 2011; Huang & Cai, 2015; Bianchi & Pike, 2010).

Most fashions of patron' behaviour argued that awareness is a primary and vital step for deciding on the emblem. Precisely, logo focus considered a central detail of logo equity (Azad et al., 2013). Setyawan et al., (2015) indicates that best to variables like brand reputation, brand satisfaction, brand experience have massive effect to brand loyalty, they may be clients agree with in an employer and brand delight. This studied that, an agency which produces an excessive involvement product has to conduct an effective advertising conversation with their

customer followed with a company have to boom their service so that purchasers will satisfy with their brand.

Zhang, Yi. (2015) research have elaborated on the relationship between brand image and brand equity, followed by the concept, brand image has drawn huge attention from practitioners, as it is driving force of brand asset and brand performance and played an essential role in advertising activities to create awareness towards product and services. Kevin Lane Keller (2003) give an explanation for that In particular, in fairly competitive marketplaces, entrepreneurs frequently ought to link their brands to other entities. The study concludes that adopting broader, greater holistic perspectives that synthesize the multidimensional of brand expertise is important to improve branding principle and practice, both in trend and with brand leveraging particularly.

And from Muhammad Ehsan Malik et al., (2013) the purpose of this endeavour is to become aware of the impact of brand awareness and brand loyalty on purchase purpose. The outcomes confirmed that brand consciousness and brand loyalty have sturdy fantastic association with buy intention. Managers all over the global need to strive to sell the brand cognizance in conjunction with brand loyalty as both of them contribute closer to advantageous purchase intentions.

Raouf Ahmad Rather et al., (2018), "Promoting customer brand engagement and brand loyalty through customer brand identification and value congruity". The research results suggest value congruity as an important driver of CBI, affective commitment and CBE within hospitality brands. The results also reveal CBI to act as a significant predictor of affective commitment, CBE and brand loyalty. Furthermore, affective commitment and CBE are the significant drivers of loyalty to hospitality brands. Elena Delgado-Ballester et al., (2001) "Brand trust in the context of consumer loyalty", The existing literature of brand loyalty has been essentially focused on the roles of perceived quality, brand reputation and especially satisfaction, due to the fact that they summarise consumers' knowledge and experiences, guiding their subsequent actions. Research methodology consisted of regressions and multivariable analysis with a sample of 173 buyers.

The results obtained suggest the key role of brand trust as a variable that generates customers' commitment, especially in situations of high involvement, in which its effect is stronger in comparison to overall satisfaction. Lau, G.T. & Lee, S.H. (1999) Brands are important in the consumer market. They are the interface between consumers and the company, and consumers may develop loyalty to brands. This study proposes that trust in a brand is important and is a key factor in the development of brand loyalty. Factors hypothesized to influence trust in a brand include a number of brand characteristics, company characteristics and consumer-brand characteristics. Respondents representing a broad spectrum of Singapore consumers were surveyed. The findings reveal that brand characteristics are relatively more important in their effects on a consumer's trust in a brand.

The results also show that trust in a brand is positively related to brand loyalty. Marketers should, therefore, take careful consideration of brand factors in the development of trust in a brand. Clint B. Tankersley (1977). Attitude and brand loyalty: A longitudinal study of multiattribute attitude models and intervening variables. Brand loyalty has been a major concern within marketing circles, both business and academic. This research goes beyond the traditional end brand-loyal behavior.

Diaries of consumer purchases were kept over a two month span, during which several measures of attitude and intervening variables were collected. Correlation and regression

analysis indicated that an association exists between attitude and brand-loyal behavior, with very little difference between the AB and BI models. While the effects of intervening variables were equivocal, the attitudinal approach to brand loyalty appears to a viable alternative to ex post facto measures. WernerReinartz et al., (2008). Investigating cross-buying and customer loyalty, Cross-buying (i.e., the purchase of products from multiple categories) has been associated with higher levels of customer retention, revenue generation, and loyalty. The authors determine that cross-buying is a consequence and not an antecedent of behavioral loyalty. Specifically, behavioral loyalty drives both the number of categories from which a person buys and the level of spending dispersion across those categories.

These findings have significant implications for cross-selling strategies. Rajesh Sharma (2017), Building Customer-based Brand Equity of Domestic Brands: Role of Brand Equity Dimensions. The purpose of this study is to develop a reliable scale for measuring the customer-based brand equity (CBBE) and empirically test Aaker's model for determining the role of CBBE dimensions in building brand equity for local brands in the Indian smartphone market.

A multistep study involving exploratory factor analysis and linear regression was used. A total of 288 actual Indian smart phone users evaluated different smartphone brands, that is, both local and international. The findings suggest that brand awareness, brand association, perceived quality, and brand loyalty are not all influential dimensions of brand equity in the Indian smart phone market. Perceived quality and brand associations were found to have a positive and significant impact on brand equity with the impact of perceived quality being more profound than brand associations.

Brand awareness and brand loyalty were not significant contributors to brand equity. Significant differences were found between perceived brand equity dimensions of local and global brands. Abhigyan Sarkar, Juhi Gahlot Sarkar, (2016) "Devoted to you my love: Brand devotion amongst young consumers in emerging Indian market". Research investigating brand devotion among young consumers is scarce particularly in emerging Asian market context. The purpose of this paper is to qualitatively explore the evolutionary process leading to brand devotion among the young Indian consumers. This study explores how single brand devotion is distinct from romantic brand love, as experienced by consumers. Value of this paper also lies in developing a grounded theory framework for single brand devotion in emerging Asian market context.

Paula Rodrigues et al., (2015), Consumer Behavior: How the "Brand Love". In this sense the current paper examine how the antecedents of "Brand Love", brand identification and sense of community influence loyal behavior and willingness to pay a higher price for "Brand Love". The data collected through a structured survey questionnaire for or two clothing brands commercialized in Portugal: Zara and Modalfa and it was analysed with the help of Structural equation modelling.

The results show that for the Portuguese consumers the brand Zara is considered a preferred brand and as such consumers appear to be loyal and willing to pay a higher price compared to those practiced by the brand Modalfa.



Image 1. Top FMCG companies
Source: Google.co.in

3. OBJECTIVE AND HYPOTHESES OF THE STUDY

The particular destinations of the examination are as per the following.

- ✓ To observe the effect of media channels on purchaser notion inside the direction of fmcg merchandise.
- ✓ To have a look at the credibility of media advertisements on Brand Knowledge towards fmcg Stock.
- ✓ To evaluate the effectiveness of Brand Knowledge in terms of Building Brand Devotion towards Consumer purchase notion.
- ✓ To find out the huge elements of Brand Devotion have an impact on on client Delight within the direction of fmcg merchandise.

To achieve the previously mentioned destinations, the accompanying speculation have been built up in the investigation.

- **Ho¹:** There is no massive impact of Brand Devotion on socio-financial elements of respondents.
- **Ho²:** There is no enormous effect of Media channels on consumer perception closer to fmcg products.
- **Ho³:** There is no credibility of Media advertisements in terms of creating Brand Knowledge to clients towards fmcg stock.
- **Ho⁴:** There is no impact of Brand Knowledge on Brand Devotion towards Consumer purchase notion.
- **Ho⁵:** There may be no effect of Brand Devotion factors on Client purchase notion towards fmcg products.

4. MATERIALS AND METHODS

The research method is a strategy of investigation, which means moving from the underlying assumption in research design and data collection (Myers, 1999). In the present research study also used these ways to prove the association of respected variables like *Demographical factors of respondents, Brand Devotion, Brand knowledge, Brand Awareness, Brand trust, Brand Image, Influence media and Media credibility to the Purchase notion of consumers*. The current research paper adopts an analytical research layout has been used. It is based on Resoluteness of Brand Devotion and Patron Purchase Notion towards FMCG Stock in the Hyderabad city as a Sampling Vicinity. The Consolation sampling technique has been used.

Sources of Records: the study is worried in the path of Brand loyalty and purchaser belief with respective fmcg merchandise. The records gathered from primary supply and secondary resources, number one deliver of information is amassed from the respondents via mounting questionnaire and direct interviews with respect fmcg consumers. Secondary information is collected from various journals, periodicals including magazines, business newspapers, and from problems related books and web sites. In the present study, an extensive use of both Primary data and secondary data has been used. Primary data were collected from respondents from twin cities those are Hyderabad city and Secunderabad. The respondents who give information's regarding their Understandings, experiences, satisfaction, problems facing and delightness towards Resoluteness of Brand Devotion. Secondary data collected from topic related Books, research journals, magazines, company documents and periodicals, internet web sources and libraries.

Sample Design: Consolation sampling technique has been used to target the respondents, Sample length was 235 respondents from Sampling Vicinity i.e Hyderabad city and Secunderabad. This research was based mainly on primary data and the instrument for collecting the data were questionnaire and facts has been gathered the usage of the shape questionnaire via survey technique and personal interview with personnel. The questionnaire consisted of open and close ended questions, Likert five point scale was used for measuring the opinions of respondents. Each question measured different perceptions regarding the variables of Brand Devotion. The respondents were asked to rate their responses towards four dimensions and respected items on a 5-point scale ranging from Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), and Strongly Agree (5). The data were examined using the Statistical Equipment like frequency, mean, anovas, Correlation and a couple of regression the use of SPSS 20.0.

5. CONSEQUENCES AND DISCUSIONS

To test the reliability of the facts, cronbach's alpha check is performed.

Table 1. Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.827	.471	32

From the above table results shown that the questionnaire is tested for its reliability and presented the results here under. The questionnaire developed is pretested and validated through face validity as it was sent to a carefully selected sample of experts and it also has a sufficiently good reliability score. The result given the value of the as **0.827**. It indicates that, the data has a high reliability and validity. Summary Item Statistics: It is evident that the summary of the means, and Std. Deviation are presented in the following table.

Table 2. Item Statistics

Dimensions	Mean	Std. Deviation	N	Rank
Television	4.46	.500	235	VIII
Radio	2.38	.804	235	XV
News paper and Magazine	3.96	.813	235	IX
Outdoor	2.94	.745	235	XIV
Internet	3.08	1.057	235	XII
Diff. Media Commercials	3.17	1.074	235	XI
Media Ads Appeals	3.68	1.073	235	X
Diff. Media Vehicles	3.00	.972	235	XIII
Movie Star Endorsement in Media Ads	4.48	1.027	235	VII
Brand Attention/Awareness (3-Factors)	5.87	1.080	235	III
Brand Knowledge (3-Factors)	6.51	.848	235	I
Mind-Set toward Brand Devotion (3-factors)	4.63	.784	235	V
Consumers delight by the Brand (3-Factors)	5.31	.993	235	IV
Risk Aversion to Alternate The Goods	4.50	.903	235	VI
Brand Trust (3- Factors)	5.22	1.000	235	V
Brand Image (3- Factors)	6.31	.898	235	II

It's miles clean from the above table, the mean score results showed that Brand and purchase notion of respondnets. The score's variety among 6.51 and 2.38.

However, a massive majority of the purchasers having better Brand Knowledge with imply rating is 6.51, accompanied by way of customer perception in the direction of Brand Image and its suggest score is 6.31, patron notion towards Brand Attention and its imply score

is 5.87, consumers delight by the Brand mean score is 5.31, purchaser perception in the direction of Brand accept as true with mean rating is 5.22 and radio imply rating is 2.38 and it's miles listing approach rating.

5. 1. Demographic variables details of the respondents

The frequency distribution of demographic variables is supplied within the following desk.

Table 3. Demographic details of the respondents.

	Classification	No of Responses	Percentage
Age	20-25	50	21.3
	26-30	64	27.2
	31-35	65	27.7
	36-40	41	17.4
	41 and above	15	6.4
Gender	Male	160	68.1
	Female	75	31.9
Education	Intermediate	27	11.5
	Degree	83	35.3
	PG Degree	84	35.7
	Phd and Above	41	17.4
Occupation	Student	25	10.6
	Govt Employee	55	23.4
	Private Employee	100	42.6
	Business	31	13.2
	Self Employed	24	10.2
Monthly income (in rupees)	Below 20,000	20	8.5
	20,001-30,000	113	48.1
	30,001 - 40,000	47	20.0
	40,001-50,000	29	12.3
	50,001 and above	26	11.1
Total		n = 235	100%

- **Age in years:** With regard to the age distribution of the respondents, it changed into determined that majority of them belonged to the age institution of 31-35 years 27.7%, those belonging 26-30 years of the age accounted for 27.2%, while the ones inside the age group of 20-25 years accounted for 21.3%, 36-40 years accounted for 17.4%, and 41 and above years accounted for 6.4% of the full respondents.
- **Gender:** A near examine the desk reveals that the male respondents accounted for a higher percent 68.1%, when examine woman respondents 31.9%.
- **Education:** With respect to the educational repute, 35.7% of the respondents had cozy submit graduation, 35.3% of the respondents had been graduation, and 17.4% of them were PhD and above, 11.5% of them had been intermediate.
- **Occupation:** As it is able to be seen from above desk, the profession of the respondents inside the case of 42.6% of the respondents from private worker; even as 23.4% reported from Business accompanied by means of the 13.2% from the commercial enterprise, 10.6% from at ease the Students and 10.2% of respondents from self-hired.
- **Income in rupees:** As it is able to be seen from table 3, the profits of the respondents inside the case of 48.1% of the respondents ranged from Rs.20,001-30,000; at the same time as 20.0% mentioned to have a month-to-month income Rs. 30,001 - 40,000; 12.3% of the respondents suggested month-to-month earnings 40,001-50,000; 11.1% of the respondents mentioned month-to-month profits 50,001 and above; 8.5% of the respondents stated monthly income below 20,000.

5. 2. Anova

Analysis of variance is a group of statistical models and their related estimation processes (inclusive of the "variant" among and between businesses) used to investigate the differences amongst group manner in a sample. ANOVA became developed by means of statistician and evolutionary biologist Ronald fisher.

- **Ho¹:** There is no massive impact of Brand Devotion on socio-financial elements of respondents.

Table 4. ANOVA.

		Sum of Squares	df	Mean Square	F	Sig.
Age in years	Between Groups	65.431	18	3.635	2.988	.000
	Within Groups	262.765	216	1.217		
	Total	328.196	234			
Gender	Between Groups	4.288	18	.238	1.100	.004
	Within Groups	46.776	216	.217		
	Total	51.064	234			
Education	Between Groups	28.151	18	1.564	1.370	.009

	Within Groups	246.590	216	1.142		
	Total	274.740	234			
Occupation	Between Groups	19.222	18	1.068	.887	.000
	Within Groups	259.902	216	1.203		
	Total	279.123	234			
Income in rupees	Between Groups	17.744	18	.986	.744	.000
	Within Groups	286.196	216	1.325		
	Total	303.940	234			

It's miles obtrusive that from the above desk, emblem loyalty impact on consumers socioeconomic factors like age, gender, schooling, profession, earnings in rupees and their f values discovered to be statistically widespread, which means there by using there's good sized effect of emblem loyalty on socioeconomic factors of customers, followed with values of Age: $f(18,216) = 2.988$, $p < 0.05$, Gender $f(18,216) = 1.100$, $p < .05$, Education: $f(18,216) = 1.370$, $p < .05$; Occupation: $f(18,216) = .887$, $p < .05$, Income in rupees: $f(18,216) = .744$, $p < .05$.

- **H₀²:** There is no enormous effect of media channels on consumer perception closer to fmcg products.

Table 5. ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
TV	Between Groups	.989	8	.124	1.173	.000
	Within Groups	23.801	226	.105		
	Total	24.790	234			
Radio	Between Groups	1.238	8	.155	.542	.083
	Within Groups	37.152	226	.164		
	Total	38.390	234			
Newspaper & Magazine	Between Groups	.233	8	.029	.944	.002
	Within Groups	19.095	226	.084		
	Total	19.328	234			

Outdoor	Between Groups	1.247	8	.156	.713	.001
	Within Groups	49.408	226	.219		
	Total	50.655	234			
Internet	Between Groups	.193	8	.024	.913	.001
	Within Groups	17.434	226	.077		
	Total	17.627	234			

It is evident that from the above desk, media channels like TV, radio, newspaper & magazine, outside and net and their f values found to be statistically huge, which means there by means of there may be full-size effect of media channels on demo graphical elements of Respondnets, followed with values of television: $f(8,226) = 1.173$, $p < .05$, radio: $f(8,226) = .542$, $p < .05$, newspaper & magazine: $f(8,226) = .944$, $p < .05$; Outdoor: $f(8,226) = .713$, $p < .05$, internet: $f(8,226) = .913$, $p < .05$.

- **Ho³:** There is no credibility of media advertisements in terms of creating Brand Knowledge to clients towards fmcg stock.

Table 6. ANOVA

		Sum of Squares	Df	Mean Square	F	Sig.
Diff. Media ads	Between Groups	7.457	18	.414	1.151	.004
	Within Groups	77.717	216	.360		
	Total	85.174	234			
Media ads appeals	Between Groups	8.122	18	.451	2.291	.003
	Within Groups	42.533	216	.197		
	Total	50.655	234			
Diff. media vehicles	Between Groups	13.654	18	.759	1.719	.002
	Within Groups	95.315	216	.441		
	Total	108.969	234			
Celebrity endorsement in media ads	Between Groups	7.264	18	.404	1.872	.000
	Within Groups	99.977	216	.463		
	Total	107.242	234			

It is evident that from the above disk, credibility of media classified ads like diff. Media commercials, media commercials appeals, diff. Media vehicles and celebrity endorsement in media commercials and their f values discovered to be statistically sizable, that means there by using there is credibility of media advertisements on patron notion, followed with values of diff. Media ads: $f(18,216) = 1.151$, $p < .05$, media ads appeals: $f(18,216) = 2.291$, $p < .05$, diff. Media cars: $f(18,216) = 1.719$, $p < .05$; Celebrity endorsement in media ads: $f(18,216) = 1.872$, $p < .05$.

- **Ho⁴:** There is no impact of Brand Knowledge on Brand Devotion towards Consumer purchase notion.

Table 7. ANOVA

		Sum of Squares	Df	Mean Square	F	Sig.
Brand Awareness	Between Groups	35.919	13	2.763	8.005	.000
	Within Groups	76.276	221	.345		
	Total	112.196	234			
Brand Trust	Between Groups	33.282	13	2.560	7.725	.000
	Within Groups	73.246	221	.331		
	Total	106.528	234			
Brand Image	Between Groups	29.462	13	2.266	25.979	.000
	Within Groups	19.279	221	.087		
	Total	48.740	234			

It is evident that from the above disk, Brand Awareness, Brand Trust and Brand Image and their f values discovered to be statistically sizable, that means there by using there is significant impact of Brand Knowledge on Brand Devotion towards Consumer purchase notion, followed with values of Brand Awareness: $f(13,221) = 2.763$, $p < .05$, Brand Trust: $f(13,221) = 2.560$, $p < .05$, Brand Image: $f(13,221) = 2.266$, $p < .05$.

- **Ho⁵:** There may be no effect of Brand Devotion factors on purchaser notion towards fmcg products.

It's miles discovered from the above desk, Brand Devotion elements like Brand cognizance, Brand information, mindset toward Brand loyalty, satisfaction by way of the Brand, danger aversion to alternate the goods, Brand accept as true with, brand image and their f values discovered to be statistically huge, that means there with the aid of there may be large impact

of Brand Devotion factors, observed with values of Brand focus: $f(8,226) = 1.141$, $p < .05$; Brand information: $f(8,226) = 1.205$, $p < .05$; mindset closer to Brand loyalty: $f(8,226) = .973$, $p < .05$; pleasure by way of the Brand: $f(8,226) = .983$, $p < .05$; Risk Aversion to Change the Products: $f(8,226) = .867$, $p < .05$; emblem Trust: $f(8,226) = .913$, $p < .05$; Brand image: $f(8,226) = 1.844$, $p < .05$.

Table 8. ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Brand Awareness	Between Groups	2.049	8	.256	1.141	.003
	Within Groups	61.490	226	.272		
	Total	63.539	234			
Brand Knowledge	Between Groups	.867	8	.108	1.205	.002
	Within Groups	40.497	226	.179		
	Total	41.365	234			
Attitude towards Brand Loyalty	Between Groups	2.511	8	.314	.973	.000
	Within Groups	72.891	226	.323		
	Total	75.402	234			
Satisfaction by the Brand	Between Groups	1.189	8	.149	.983	.004
	Within Groups	69.598	226	.308		
	Total	70.787	234			
Risk Aversion to Change the Products	Between Groups	3.221	8	.403	.867	.001
	Within Groups	58.078	226	.257		
	Total	61.298	234			
Brand Trust	Between Groups	.193	8	.024	.913	.001
	Within Groups	17.434	226	.077		
	Total	17.627	234			
Brand Image	Between Groups	.233	8	.029	1.844	.000
	Within Groups	19.095	226	.084		
	Total	19.328	234			

5. 3. Pearson Correlation

In order to understand the Degree of Association or the Relation between the two sets of variables, which are considered in the current study. The numerical values of Pearson correlation reflect the degree of association between selected Brand Devotion variables and consumer purchase notion in the current study.

Table 9. Correlation between selected variables and purchase notion towards FMCG.

S. No	Variables	Correlation (r)
1	Media Vehicles	.575*
2	Brand Trust	.683*
3	Brand Image	.630**
4	Brand Awareness	.759**
5	Brand knowledge	.763**
6	Brand Devotion	.797**
7	Customer Delight	.621*

** . Correlation is significant at the 0.01 level.

*. Correlation is significant at the 0.05 level.

From the above disk, the correlation results show that there is a strong correlation between Brand Devotion and consumer purchase notion with $r = 0.797$ at the 5% significance level. Followed by Brand knowledge and Brand Awareness having same with 0.763 and 0.759 at the 5% significance level with positive correlation with consumer purchase notion. Variable like Media Vehicles ($r = 0.575$) and Brand Trust ($r = 0.683$) having a positive correlation with consumer purchase at 1% significance level.

5. 4. Multiple Regression

Multiple regression is a statistical method that uses several explanatory variables to predict the outcome of a reaction variable. It's far used to explain the relationship among one continuous based variable and or greater impartial variables.

- **H₀¹:** There is no massive impact of Brand Devotion on socio-financial elements of respondents.

Table 10. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.346 ^a	.519	.114	.51752	23.074	.000 ^b

a. Dependent Variable: Brand Devotion

b. Predictors: (Constant), income in rupees, gender, Occupation, age in years, education

R² price is found to be 0.519, meaning there by that 51.9% of the version in established variable is defined through predictors. Since the f fee is discovered to be large, the null hypothesis is rejected and opportunity speculation well-known, meaning there by way of that there's a giant difference within the variation resulting from predictors.

Table 11. Coefficients of variables

Model		Un standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.000	.115		34.928	.000
	Age In Years	-.152	.017	-.325	-9.003	.003
	Gender	.112	.042	.177	-5.013	.001
	Education	.143	.020	.089	2.148	.000
	Occupation	.145	.015	.109	-3.069	.002
	Income in Rupees	.174	.020	.147	-3.716	.000

From the above desk, it's far evident that income in rupees (0.174) is emerged as the maximum critical demo graphical variables that's considerably effect with the aid of Brand Devotion, and its significantly specific from 0 due to the fact its p-value is less than 0.000, which is smaller than 0.05. Observed through the Occupation (.145), schooling (.143) having high impact through the Brand Devotion and gender is drastically unique from 0 due to the fact its p-value is 0.001, And additionally consequences proven that there may be a low/ negative impact of Brand Devotion on demo graphical variables i.e. age (-.152), however is appreciably extraordinary, due to the fact its p-value (0.03) is much less than 0.05.

- **H₀²:** There is no enormous effect of media channels on consumer perception closer to fmcg products.

Table 12. Model Summary.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.290 ^a	.484	.079	.36659	15.588	.000 ^b

a. Dependent Variable: Consumer Perception

b. Predictors: (Constant), TV, Radio, Newspaper & Magazine, Outdoor and Internet. **R²** fee is determined to be zero.484, which means there by way of that 48.4% of the version in established variable is defined with the aid of predictors. Since the F-value (15.588) is discovered to be massive, the null hypothesis is rejected and opportunity speculation familiar, that means there through that there is a giant difference in the version caused by predictors.

Table 13. Coefficients of variables

Model		Un standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.437	.081		42.369	.000
	TV	.118	.012	.023	.630	.000
	Radio	.034	.030	.041	1.128	.260
	Newspaper & Magazine	.042	.014	.126	-2.993	.003
	Outdoor	.011	.010	.039	1.086	.008
	Internet	.115	.014	.328	8.146	.000

From the above desk, it's far glaring that TV (0.118) is emerged as the maximum vital media channel that is substantially impact on client notion with respect to fmcg merchandise, and its substantially distinctive from 0 because its p-value is much less than 0.000, that is smaller than 0.05. Observed with the aid of the internet (.115), newspaper & Magazine (.042) having excessive impact on client notion and those are substantially one of a kind from 0 because its p-values are less than 0.05, whereas radio is not statistically widespread because its p- value (0.34) is greater than 0.05.

- **Ho³:** There is no credibility of media advertisements in terms of creating Brand Knowledge to clients towards fmcg stock.

Table 14. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.436 ^a	.390	.185	1.10441	39.975	.000 ^b

a. Dependent Variable: Consumer Perception

b. Predictors: (Constant), Diff. Media ads, Media ads appeals, Diff. media vehicles, Celebrity endorsement.

R² cost is determined to be 0.390, which means there by that 39.0% of the variation in structured variable is defined through predictors. Since the F-value (39.975) is discovered to be giant, the null speculation is rejected and opportunity speculation common, that means there via that there's a huge distinction in the version due to predictors.

Table 15. Coefficients of variables

Model		Un standardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.995	.244		8.164	.000
	Diff. Media ads	.134	.036	.129	3.723	.000
	Media ads appeals	-.076	.090	-.029	-.848	.007
	Diff. media vehicles	.080	.042	.075	1.895	.008
	Celebrity endorsement	.425	.032	.457	13.473	.000

From the above desk, it's miles glaring that movie star endorsement (0.425) is emerged as the maximum credibility in media commercials which is significantly effected on client notion, and its notably one of a kind from 0 due to the fact its p-value is much less than 0.000, which is smaller than 0.05. Accompanied through the diff. Media commercials (.134), diff. Media vehicles (.080) having high credibility in media advertisements and impact on purchaser perception and these are drastically different from 0 because its p-values are much less than zero.05.

- **Ho⁴:** There is no impact of Brand Knowledge on Brand Devotion towards Consumer purchase notion.

Table 16. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.463 ^a	.214	.204	.24078	20.996	.000 ^b

a. Dependent Variable: Brand Devotion

b. Predictors: (Constant), Brand Awareness, Brand Trust, Brand Image.

R² cost is determined to be 0.214, which means there by that 21.4% of the variation in structured variable is defined through predictors. Since the F-value (20.996) is discovered to be giant, the null speculation is rejected and opportunity speculation common, that means there via that there's a huge distinction in the version due to predictors.

Table 17. Coefficients of variables

Model		Un standardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.189	.195		16.311	.000
	Brand Awareness	.167	.036	.113	1.882	.001
	Brand Trust	.178	.023	.201	3.337	.001
	Brand Image	.159	.024	.398	6.721	.000

From the above disk, it's far evident that Brand Awareness (0.167) is emerged because the maximum impact Brand Awareness issue on client perception and its considerably one of a kind from 0 because its p-cost is less than 0.000, that's smaller than 0.05. Followed with the aid of the Brand Trust (.178), Brand Image (.159) are having high effect on Barnd Devotion in the direction of consumer purchase notion towards fmcg stock, and these are drastically one-of-a-kind from 0 due to the fact its p-values are less than 0.05.

- **H₀⁵:** There may be no effect of Brand Devotion factors on Client purchase notion towards fmcg products.

Table 18. Model Summary.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.328 ^a	.618	.102	.32015	20.521	.000 ^b

a. Dependent Variable: Consumer Perception

b. Predictors: (Constant), Emblem Awareness, Emblem Knowledge, Attitude towards emblem Loyalty, Satisfaction by the Emblem, Risk Aversion to Change the Products, Emblem Trust, Emblem Image.

R² value is found to be 0.618, that means there by using that 61.8% of the variation in based variable is defined via predictors. For the reason that f value (20.521) is discovered to be sizable,

the null hypothesis is rejected and alternative hypothesis usual, which means there by that there is a considerable distinction in the variant because of predictors

From the above table, it's far evident that Emblem Trust (0.154) is emerged because the maximum impact Emblem loyalty issue on client perception and its considerably one of a kind from 0 because its p-cost is less than 0.000, that's smaller than 0.05. Followed with the aid of the Emblem Awareness (.145), Emblem Image (.135), Satisfaction by the Emblem (.120), emblem information(.100) are having high effect on customer belief in the direction of fmcg products, and these are drastically one-of-a-kind from 0 due to the fact its p-values are less than 0.05.

Table 19. Coefficients of variables

Model		Un standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.946	.097		40.609	.000
	Emblem Awareness	.145	.014	.358	-10.136	.000
	Emblem Knowledge	.100	.036	.096	-2.778	.006
	Attitude towards Brand Emblem	-.071	.017	-.172	4.234	.000
	Satisfaction by the Emblem	.120	.013	.330	-9.521	.000
	Risk Aversion to Change the Products	.021	.017	.012	.064	.009
	Emblem Trust	.154	.026	.073	-2.053	.000
	Emblem Image	.135	.012	.083	-1.999	.006

6. CONCLUSIONS

Emblem loyalty and purchaser notion can be evolved via giving greater pride to customers. Patron notion constantly enhance through the offering exceptional Emblem/Logo cost of the fmcg products. The existing research paper explored on effect emblem loyalty on purchaser notion and it changed into analyzed socioeconomic factors of clients, particular media channels which is probably encouraged more to consumers within the direction of fmcg products observed with credibility of media classified ads and Emblem loyalty elements like Emblem attention, emblem know-how, mind-set toward Emblem loyalty, satisfaction through the emblem, chance aversion to exchange the products, Emblem trust, emblem image.

It's miles positioned that from the ANOVA and more than one regression evaluation Emblem loyalty factors, media channels, credibility of media advertisements having incredible

effect on purchaser belief in the path of fmcg products. Media channels and media classified ads are the stimulation elements to beautify emblem price, records and recognition and emblem picture in clients thoughts with recognize of the fmcg products. The high-quality Emblem / logo loyalty is constantly giving consumer pride, and it is the essential aspect for developing fantastic feeling on consumer belief even as shopping fmcg products. The results of Correlation reveal that there is a robust linear Relationship between Emblem Loyalty and consumer purchase notion, followed by Emblem knowledge and Emblem Awareness having positive correlation at the 5% significance level and Variable like Media Vehicles and Emblem Trust having a positive correlation with consumer purchase at 1% significance level.

7. MANAGERIAL IMPLICATIONS

The significant ramifications of the ebb and flow inquire about is that organization the board ought to enhance factors like to improve the apparent nature of items, item association, Emblem mindfulness, symbol Knowledge, insignia picture, seal trust by the assistance of the best media vehicle with incredible plugs advertisements for building client enchant towards their item portions. And furthermore its improves connections between organizations items and total faithfulness to image by the client amuse. The executives can invigorate purchasers to expound upon their seal decision by animating the inspiration and the limit of the buyers to assess their image decision by the select seal. At last, clear and justifiable data ought to be given about the brand. The executives ought to likewise be worried about obvious brand unwaveringness which is additionally founded on duty and keep away from any of the elements that may make the buyer's loss of steadfastness brand.

8. LIMITATIONS AND DIRECTION FOR FUTURE STUDY

- Then have a look at might be finished to recognize the effect of Emblem loyalty on patronizing notion in the direction of fmcg products.
- The pattern decided on might not constitute the whole population. For this reason, the hassle of generalization can be there.
- In view that few classes in fmcg merchandise take into consideration, customer notion in the whole fmcg zone can not be measured and it is chance for further research as is a lot of other products from different segments which can be considered for the future study
- The studies can be made further exhaustive by including Rural and different socio - economic sections of the population.
- There is a chance of doing further research on the bases of consumers psychological factors like and motivation, learning, personality, perception, and attitude external forces factors like reference groups, culture, Family and social class.

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