

## **A STUDY ON BRAND LOYALTY OF WAYCOOL PRIVATE LIMITED WITH SPECIAL REFERENCE TO COIMBATORE CITY**

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### **ABSTRACT**

The study mainly concentrates on the brand loyalty of waycool pvt ltd. The focus of the study is taken in way how the customers are intended to buy the product repeatedly and how parent products get affected. Then the study also concentrates on the local market strategy followed to maintain brand loyalty. The study mainly highlights in three dimensions that is heart loyal customers, head loyal customers and hand loyal customers. The findings are applied through above said dimensions .

**KEYWORDS:** Branding , Brand Loyalty, 3 H's of Brand Loyalty

### **INTRODUCTION:**

Brand loyalty can be defined as extent of consumer faithfulness towards a specific brand and this faithfulness is expressed through repeat purchase and other positive behaviour such as word of mouth advocacy, irrespective of the marketing pressure generated by the other competing brands(kotler and keller,2006;kotler et al 2008).

The study examines brand loyalty of the of waycool pvt ltd. Maintaining the brand loyalty is the strategic marketing management. Here the concept of loyalty plays a bridge between the customer and the company.Loyalty is psychological factor that builds a relationship. We can also say that once the product is bought again and again then it will tend to increase the production and also creates a demand.

Here the company focus on both Fast Moving Consumer Goods (FMCG) and Fruits and Vegetables. The study focus on the company's brand extension on their products and its is related to 3 H's of brand loyalty.

The 3H's of Brand Loyalty

- Heart loyal customer
- Head loyal customer
- Hand loyal customer

### **REVIEW OF LITERATURE :**

Author : Marta Dapena-Baron- Thomas W. Gruen -Lin Guo published in journal of brand management (2020). The study examines and focuses on the brand loyalty with the loyal customer and latel analysis is used at the same time tripartite conceptualization is used. From the study the author have found that loyal customer mainly focus on brands and habitual activity. Their buying behaviour is also based on it.

Author: Rowley, J- The four Cs of customer loyalty. Marketing Intelligence and Planning on 2005: conceptually proposed that when measuring loyalty using the dimensions of attitude and behavior, rather than measuring high versus low, there are two conditions: In activeness and positive. The 4 Cs of customer loyalty: captive, convenience seeker, contented, and committed. While the author proposes this as a "speculative model," three of the types (committed, contented, and convenience seeker) correspond closely to the tripartite model proposed in our research

**OBJECTIVES OF THE STUDY:**

1. To find out the company's position of brand loyalty with many products
2. To measure the concept and handling position of 3H'S brand loyalty concept
3. To analyse the strategy used to promote their product.

**STATEMENT OF PROBLEM:**

The study reveals the attitude and beliefs of customer about the product. In this case customer finds variety of brands available in that how they are going to categorize their priority based on 3H's model.

**SCOPE OF THE STUDY:**

The study is related to brand loyalty of customer towards waycool pvt ltd. The paper covers how often they buy the product from the company and whether they are satisfied with the quantity and quality. Does the brand has influenced the customer to switch from other product.

**ABOUT THE COMPANY:**

The company which I have choosen for the study is waycool foods and products pvt ltd. It is the fastest growing sector in the industry which was started in 2015. The company deals with the larger brands with lots of variety. With this goal, WayCool's operation has spread across product sourcing, food processing, branding and marketing, last mile distribution, and farm inputs. This gives WayCool end-to-end control over the food value chain.

The company working with 5000 farmers were delivering with 350 tonnes per day and serving more than 18900.

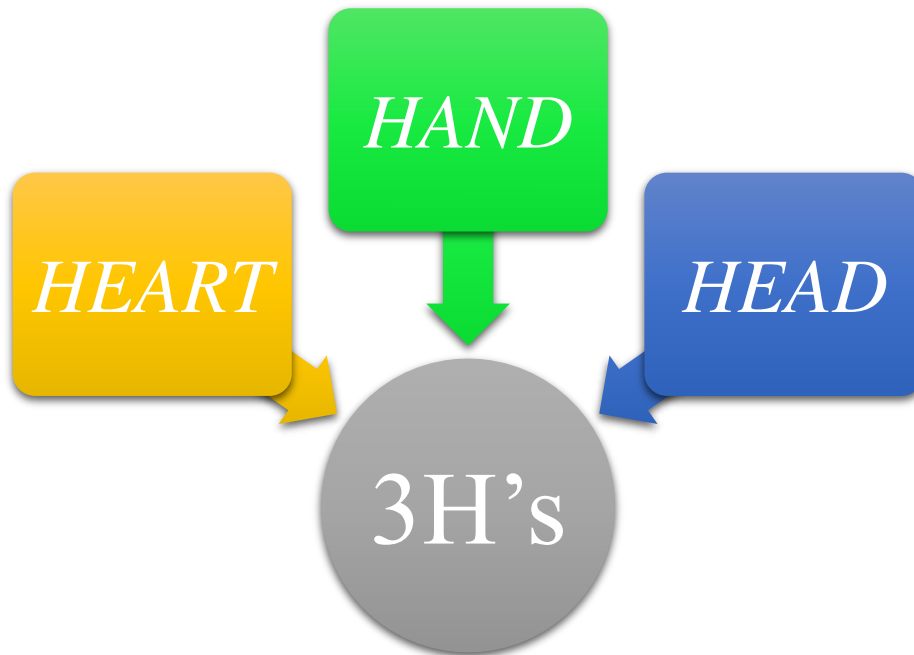
**PRODUCTS OF WAYCOOL:**

S.NO	BRANDS	PRODUCTS
1	KITCHEN JI	Cold pressed oil for sesame oil, ground nut oil and coconut oil
2	DHANNYA	It is a premium staple products got from selected farmer
3	MADHURAM	Its a premium products specially for rice like pooni and rajabogam
4	SUDDHA DAIRY PRODUCTS	Its is a dairy product variety such as milk and curd
5	FRESHEYS	The brand promotes ready to cook products like dosa batter, paneer etc
6	L'EXOYIQUE	A range of top quality Apples, Oranges, and Kiwis sourced straight

		from the best orchards around the world.
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The company not only deals with these brands. They mainly focus on fresh vegetables and fruits which they buy from local farmer and distribute to all over the city and states.

3H's Brand loyalty concept:



**HEART LOYAL CUSTOMER:**

These customer focus their heart and soul. In this case customer might be attracted with their customer relationship activity. This may be based on the social concern firm. Based on that customer will buy the product. This may give the customer a heart full satisfaction.

EX: ITC products has lots of brands were one part of MRP is donated for girl children education and help for poor.

**Pros :**

- In this type customer will not change his preference of buying the product because they give complete satisfaction of money they spend.
- Here buying customer will tend other customers also to buy the product with the strategy word of mouth

**Cons:**

- Here sometime customer will not know the product is worth buying or not.
- For competitors till will be big task to change the customer to buy their product

### HEAD LOYAL CUSTOMER:

In head loyal customer its completely different from heart loyal customer. Here customer completely focus on the best quality with best price. The customer mainly focus on value of money. This situation will happen when company deals with B2B concept.

EX: Customer is buying the grocery products.

#### Pros:

- The manufacturer will produce the product based on the customer need and he will try to satisfy the customer again and again.
- When you follow the customer regularly you will have the day to day update about customer feedback.

#### Cons:

- When you segment the market based on you product then your product should be the best.
- At the same time it is not easy satisfy the customer because their are lots of competitors available in market.

### HAND LOYAL CUSTOMER:

The customers will buy the product based on their habit. The customer will not focus on price increase or decrease . Even though customer will not focus on the quality or quantity of product. They will be addicted to product.

EX: Eating junk food thrice a week, drinking cold drinks.

#### Pros:

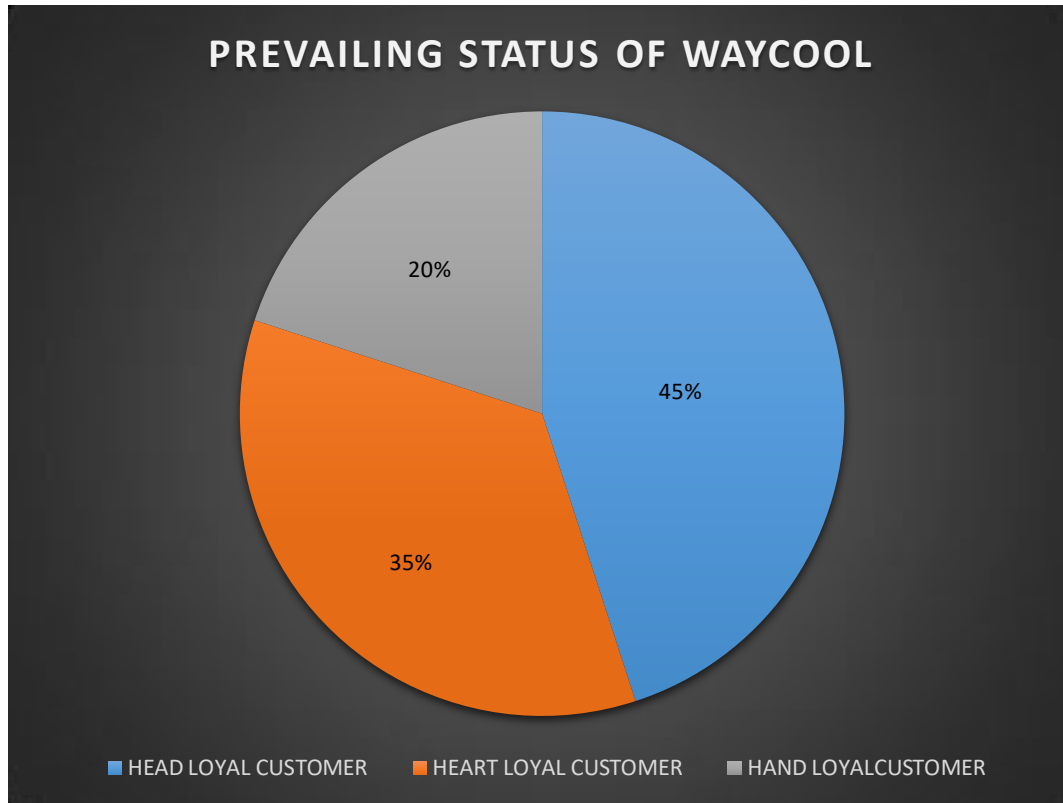
- There will regular sale of product and demand will be created regularly.
- Though their will be lots of competitors booming but customer will not change the product.

#### Cons:

- Once some action is taken against the product then to make customer buy the product again is a very big task.
- The manufacturer should have regular view on quality control.

### WAYCOOL IN 3H'S BRAND LOYALTY:

As we discussed in above about the company and concept of study. Now its time to know the prevailing status of both the things here is the small chart for it.



The chart has been designed and percentage are given based on the survey that has been taken from the respondents.

The first highest percentage is given head loyal customer. Were its a good sign that company focus on the quality and quantity of product with best and reasonable price.customer prefer their grocery products and most likely their vegetables and fruits.

The second highest percentage is given for heart loyal customer.were the company supports en-number of farmers. This is the main reason why the customer prefer the company product at the it will give the customer heart full satisfaction for buying the product.

The least percentage is given to hand loyal customer. Were the company produces several brands like Maduram brand on rice variety and also sell brand on imported apples. This made the customer to buy the product again and again at the same time it made a habit to them.

### FINDINGS:

The findings of the study as follows:

1. Its is identified that head loyal customer are up-to 45%
2. Its is found that heart loyal customer are up-to 35%
3. Its is identified that hand loyal customer are up-to 20%

**SUGGESTION:**

1. Its described that the company focus on variety of brand extension but at the same time they maintain the brand loyalty.
2. All the brands that are found are sold in very balanced manner.
3. Company's main focus on the customer satisfaction and they keep following the customer need and it is their main strategy

**CONCLUSION:**

The study examines about 3H'S model that is been related with company product. The study clearly says that customer main focus is towards quality of product with best and reasonable price. At the same time maintaining the brand loyalty is also very big task for both customers and producers. In this study it is also found that when company focuses on the customer satisfaction with help of their quality control will definitely can beat the competitors.

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