

How Brand Loyalty Impacts Consumer Buying Behaviour

An Internship Report for

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MBA in Marketing

by

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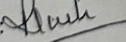
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**Goa Business School
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GOA UNIVERSITY

Date: 5th May 2023

Examined by: 



Seal of the School

DECLARATION BY STUDENT

I hereby declare that the data presented in this Dissertation/Internship report entitled “The Impact of Brand Loyalty on Consumer Buying Behaviour” is based on the results of investigations carried out by me in the (Management Studies) at the Goa Business School, Goa University under the Supervision/Mentorship of Ms. Priyanka Naik and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further I understand that Goa University or its authorities will not be responsible for the correctness of observations/experimental or other findings given in the dissertation.

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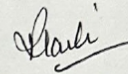
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COMPLETION CERTIFICATE

This is to certify that the dissertation / internship report “**How Brand Loyalty Impacts Consumer Buying Behaviour**” is a bonafide work carried out **Krishnank Dnyanesh Fallary**, under my supervision/mentorship in partial fulfilment of the requirements for the award of the degree of **Master of Business Administration** in the Discipline of Management Studies at the Goa Business School, Goa University.



Ms. Priyanka Naik

Management Studies

Date: 05/05/2023



Prof. Jyoti Pawar
Dean,
Goa Business School

Date: 05/05/2023
Place: Goa University



School Stamp

26th April'23

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Krishank D Fallary a student of Management Discipline, Goa Business School, has done his Internship with us from 03/03/2023 to 26/04/2023.

During this period he was found to be punctual, honest and sincere.

We wish him Success in his future endeavour.

For CG Power and Industrial Solutions Limited,



Gajendra Y Parab
Dy.Manager-HR

ACKNOWLEDGEMENT

I sincerely like to thank Mr. Gajendra Parab (HRM) for providing me with valuable input and guiding me throughout my placement. It was due to their kind and valuable co-operation through which I could finish my project, which was by providing me with the vital information necessary for my project. I am also grateful to all the managers of CG Power and Industrial Solutions, who assisted me in the successful completion of this project. My special thanks to all our faculty members for giving me an opportunity to undergo such placements and making me aware of the real day to day business world. I perceive this opportunity to undergo such a big milestone in my career development and will strive to use this gained knowledge in the best possible way. I will continue to work on their improvements, to attain my desired career objectives.

Sincerely,

Krishnank Dnyanesh Fallary

Place: Goa Business School, Goa University

Date: 5th May 2023

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PROFILE OF THE COMPANY

CG Power and Industrial Solutions Limited, also known as Crompton Greaves Limited, is an Indian multinational company engaged in design, manufacturing, and marketing of products related to power generation, transmission, and distribution & Rail Transportation. CG was established in 1937 in India and since then the Company has been a pioneer and has retained its leadership position in the management and application of electrical energy. Our unique and diverse portfolio ranges from transformers, switchgear, circuit breakers, network protection & control gear, project engineering, HT, and LT motors, drives, Power Automation Products, and turnkey solutions in all these areas; thus, enhancing the many aspects of industrial and personal life. This portfolio has been structured into 3 SBUs - Industrial, Power & Railways CG also manufactures lighting and electrical consumer durables including LED lighting, fans, pumps, and household appliances like water heaters, air coolers, and kitchen appliances.

Domestic and commercial fans:

CG has launched 'Fans' to its industrial segment. These include a new range of Ceiling Fans, TPW Fans, all Purpose Fans, Domestic Exhausts. CG's engineering team has designed these products after extensive research and understanding of various applications. All products are backed by proven results of many decades.

CG Power is primarily a B2B company which operates across following two major lines of businesses:

- **The Power Systems Business Unit (PSBU)**

Power Systems is CG Power's largest BU. PSBU focuses on power transmission, distribution, power solutions, setting up of integrated power systems and associated services businesses. It manufactures a wide range of power and distribution transformers, extra high voltage (EHV) and medium voltage (MV) circuit breakers, switchgears, EHV instrument transformers, lightning arrestors, isolators, and vacuum interrupters. It also offers turnkey solutions for transmission and distribution (T&D) through sub-station projects, engineering, procurement and construction (EPC) as well as other end-to-end contracts involving the entire value chain — solutions, design, products, procurement, construction, erection and servicing.

- **Industrial Systems Business Unit (ISBU)**

This business unit manufactures products such as High voltage (HV) motors; low voltage (LV) motors; and fractional horse power (FHP) motors, Direct current (DC) motors, AC and DC drives, AC generators (LV and HV), Variable frequency drives and solutions based on

insulated gate bi-polar transistor (IGBT) technology; soft starters and shaft power monitors; and rotary heat exchangers with switch reluctance motors for saving energy, Traction electronics and traction machines for railway transportation, Railway Signalling equipment and Stampings.

- **CG Values & Business Practices**

Their philosophy is enshrined through the various facets of Governance.

CG's documented Values & Code of Business Practices are a reflection of the socially and environmentally responsible company we aspire to be a company which conducts its business with integrity. They are the foundation for every business decision we make.

- **VISION**

Transforming your needs into smart solutions for an enhanced quality of life.

- **MISSION FOR POWER BUSINESS**

To become a world-class provider of integrated solutions to our global customers in the domain of transmission and distribution of electrical energy, by offering reliable state-of-the-art products and services.

- **MISSION FOR RAILWAYS BUSINESS**

CG is the pioneer in providing solutions to Indian Railways in Rolling stock and signalling equipment with the most comprehensive product portfolio.

- **CORPORATE GOVERNANCE**

CG believes that its Management is accountable to its shareholders, for creating, protecting, and enhancing their shareholder value, and reporting to them on the Company's performance in a timely and transparent manner.

- **Manufacturing Process**

a) Core Building

CRGO (Cold Rolled Grain Oriented) steel sheets are used for manufacturing core laminations by the sub-contractors. They cut required size of laminations by high accuracy shears. Laminations are stacked in step lap - interleaved fashion to minimize core losses, exciting current and noise level. The yokes and limbs are firmly clamped between steel channels in manner, which reduces vibration, and inherent noise.

b) Winding

Annealed/half-hard copper conductors either in the form of a strip or round wires are used in winding operations and dimensions for the winding such as inside diameter and outside diameter are maintained by selecting proper Mandrel. Insulation is provided as mentioned in the design output. The coil tapping leads and phase leads are taken out according to the design output. Coils are kept under clamping pressure and sent for opening.

c) Preparation of insulating material

Pre-compressed boards, perma-wood (un-impregnated identified laminated wood which can withstand temperatures of up to 1100c); craft paper, crepe paper, etc. are used as insulating material. Components such as cylinders, wedges, spacers, rings etc. are made from these materials by different operations like cutting, edge rounding, chamfering, drilling, machining etc.

d) Core Coil Assembly

The coils are concentrically assembled on the core limbs as per the design details. The core and coil assembly are rigidly supported and clamped. The main leads and tapping leads of coils are then connected to bushings and the tap changers respectively. All these leads are properly clamped and insulated to ensure required electrical clearance and creepage. A tap changer is a selector switch that allows the voltage ratio of the transformer to be changed by increasing or decreasing the turns of the winding. The tapping leads of the coils are connected to the tap changer to allow the additional turns to be brought into or taken out of circuit. In some distribution transformers, the tap changer switch is an off load manual switch, while in others, the tap changer is an on-load automatic switch.

e) Tank finish and paintings

After welding, tanks are pre-treated by shot blasting. They are thoroughly cleaned before applying a coat of zinc chromate primer paint on external surface. One coat of weather resisting enamel finish paints is then applied on outside surface of the tank. To all interior surfaces a coat of heat and oil resistant paints is applied. The final coat of external paint is applied, prior to dispatch of ready transformer, fitted with accessories and fittings.

f) Ovening

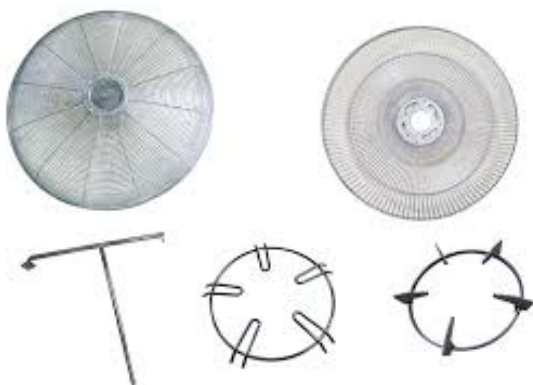
Hot air drying is carried out to remove moisture from the active parts of the transformers. For transformers up to 33 kV class drying is carried out in well-ventilated ovens for a period till insulation resistance builds up to specified value. For larger transformers, above 33 kV class, drying takes place in vacuum drying oven. The core - coil assembly is initially heated for a predetermined period by admitting heated kerosene vapour, and then they are placed under vacuum. This cycle is repeated till all the moisture is extracted.

g) Tanking

Active parts (Core-coil assembly) after drying are placed in the tank. Bushings of specified rating are mounted on the top or side as per design and connected to end terminals. Tap changing switch is provided and connected to various tapping leads as per design. The top plate is tightened at specified torque and the filtered oil is filled under vacuum. The tank is tested for leakage by subjecting it to the required pressure after all other accessories are fitted on the tank. The oil is used for further insulating purposes plus the removal of heat from the windings. The assembly of the windings on the core allows gaps to enhance the oil circulation around the windings. The tank is constructed with fins or tubes to allow better circulation of the oil and to provide a greater surface area for contact with the cooling air. Very large transformers have banks of fans to provide greater air-cooling and are operated in conjunction with temperature sensors. Some transformers also have forced oil circulation using a pumping system and an oil cooling circuit. In installations where the use of transformer oil needs to be avoided, the cooling medium used can be gas (nitrogen is often used)

h) Testing:

The division has a fully equipped testing room for carrying out of all routine tests such as temperature rise test, zero phase sequence test etc. Every transformer is tested for routine tests specified in the standard specification on the completion of which a test certificate to this effect is issued. All transformers are tested in a sophisticated laboratory for the following routine tests conforming to National and International Specifications on the completion of which a test certificate to this effect is issued.



INTRODUCTION

“The Impact of Brand Loyalty on Consumer Buying Behaviour”

The aim of this research paper is to study the Impact of CG Power and Industrial Solutions Ltd, (Brand Loyalty) on consumer buying behaviour.

Consumers experience different phases when buying from certain brands. They constructively check product information, packaging, quality, company details and evaluate multiple brands before making a final purchase decision. However, what drives a person to consistently buy from a brand rather than a competing brand is the trust earned over time.

Brand loyalty is simply regarded as the consumer's perception of a brand. It is the ability of consumers to make decisions to buy a particular type of product repeatedly instead of choosing a competitor. Over time, as the consumer gets familiar with the brand, their behaviour is bound to be influenced because of their love for the brand. Brand loyalty has a great impact on consumers' behaviour. Once a brand maintains strong loyalty, marketing efforts will be reduced because loyal consumers will help promote the brand positively.

Brand loyalty can create a virtuous circle of growth. Companies with strong brand loyalty tend to have higher retention rates, which can lead to higher growth rates. This virtuous circle of growth can then lead to even more brand loyalty and create an ever-growing flywheel of competitive advantage.

Brand loyalty is a critical factor that influences consumer buying behaviour:

- **Repurchase Intentions:** Brand loyal consumers are more likely to repurchase a product or service from a particular brand. This behavior results from the trust and satisfaction built over time with the brand, leading to repeat purchases.
- **Pricing Tolerance:** Consumers who are loyal to a brand are often willing to pay a premium for that brand's products, despite cheaper alternatives in the market. This willingness to pay a higher price is because they trust the quality of the brand and believe that it is worth the cost.
- **Word of Mouth Marketing:** Loyal customers often become advocates for a brand and recommend the products or services to others. This recommendation and

positive feedback can influence other consumers to try the brand, thereby increasing sales and revenue.

- **Reduced Search Costs:** Brand loyal consumers often have reduced search costs, as they already know what to expect from the brand. They do not need to spend time and effort researching other brands or products, resulting in faster and more convenient buying decisions.
- **Emotional Connection:** Brand loyal consumers often develop an emotional connection with the brand. This connection results from positive experiences, consistent quality, and brand values. This emotional connection can further strengthen brand loyalty and increase customer retention.
- **Resistance to Competitor Promotions:** Brand loyal consumers are less likely to be swayed by competitor promotions, discounts, or sales. This resistance results from the belief that the brand they are loyal to provides superior value and quality.
- **Feedback and Innovation:** Loyal consumers provide valuable feedback to the brand, allowing the brand to innovate and improve their products or services. This feedback loop helps brands to stay relevant and maintain customer satisfaction.
- **Perceived Quality:** Brand loyalty often results from the perceived quality of the brand's products or services. Consumers perceive the brand as providing superior quality, leading to repeat purchases and increased customer loyalty.
- **Brand Image and Identity:** Brand loyal consumers often identify with the brand's image and identity. They perceive the brand as reflecting their personality or lifestyle, leading to increased emotional connection and loyalty.
- **Reduced Risk Perception:** Brand loyal consumers often perceive less risk in purchasing from a particular brand. They believe that the brand provides consistent quality, reducing the perceived risk associated with trying new brands or products.

Brand loyalty has a significant impact on consumer buying behaviour, leading to increased customer retention, reduced search costs, emotional connections, and word-of-mouth marketing. It can lead to increased customer retention, trust, credibility, and emotional connection with the brand, among other benefits.

LITERATURE REVIEW

(Lodorfos G, Jacobsen S, Maheshwari V, 2014) This study also investigates a connection between brand experience and brand loyalty as far as automotive sector is concerned, both with and without commitment as a mediator. As a result, continuance commitment was found, not to have any considerable impact on the consumer's loyalty towards a brand, it is assumed that factors such as price and other available alternatives does not influence this desire to maintain said relationship.

Brand loyalty has been the centre of attention for the researchers since last 80 years (Rundle, 2005). The term "BL" was first introduced by Copland in early 1920's which was later investigated by the other researchers as well (Brown, 1953; Guest, 1942). During the time of 1940s-1950s research started studied BL as one-dimensional construct, at times either described as in attitudinal term that is brand liking (Guest, 1944) or as in behavioural term that is purchasing the brand (Cunningham, 1956). Day (1969) was the first one who raised question on treating BL as "one dimensional construct", he was rather advocate of "two-dimensional concept" and argued to treat both attitude and behaviour as one component.

(Catic L, Poturak M, 2022) The subject of scientific research is the examination of the difference in brand loyalty factors according to the socio-demographic characteristics (age, education, income level) of confectionary consumers, as well as the examination of the connection between brand loyalty factors and brand loyalty of confectionary consumers.

(Tang F, Dai Y, Ma Z, Choi T, 2023) Consumers may build brand loyalty towards the products they have used and thus affect their future trade-in choices. However, the effects of brand loyalty on trade-in strategies in a competitive market remain underexplored. To bridge this gap, this study analytically examines the impact of brand loyalty on exclusive and nonexclusive trade-in programs by developing a stylized duopoly model.

(Jeyalakshmi R, Kengathar, 2020) Brand awareness and brand loyalty play a vital role in customer satisfaction.

Brand awareness is measured in many aspects such as brand equity and brand image. The brand image is measured through various attributes such as price of the product, level of awareness towards the product, quality, design, services and so on.

(Jain R, Tyagi A) In this article investigation on the relationship between consumer satisfaction and brand loyalty is done. It defines about brand loyalty, a distinction is made between brand loyalty and purchasing behaviour.

Descriptive study is done to find out the relationship between the brand loyalty and buying behaviour of consumers.

(Seinauskiene B, Mascinski, 2015) This study contributes to the understanding of the reasons for the brand loyalty and impulse buying, where the latter is associated with negative outcomes with respect to the individual.

(Le M, 2020) The purpose of this paper is threefold. First, it aims to clarify the moderating role of self-esteem (SE) and susceptibility to normative influence (SNI) in the relationship between brand love and brand loyalty. Second, the study proposes modelling the mediation role of brand love and outlining how SE and SNI affect the consumer-brand relationship.

Finally, the study explores the impact of brand love on brand loyalty: the moderating role of self-esteem and social influences, as the literature regarding this is still lacking.

(Ghorbanzadeh D, Raheha, 2021) This study aims to answer the question of whether emotional constructs such as emotional attachment and love play a mediating role in the process of transitioning from satisfaction to loyalty in the correct sequence. **(Serra-Cantallops A, Ramos, 2018)** The purpose of this paper is to examine the role that positive emotional experiences play in the generation of electronic word-of-mouth (eWOM) and the influence both variables have, together with customer satisfaction and brand reputation, on customer loyalty in the context of hospitality services.

RESEARCH GAPS AND QUESTIONNAIRE

1. Gender

- Male
- Female
- Other:

2. Age

- 20 or below
- 21-30
- 31-40
- Above 40

3. What is current employment status?

- Full time employee
- Part time employee
- Unemployed
- Self-employed
- Home maker
- Student
- Retired

4. What is your annual income?

- Below 2 lakhs
- 2-5 lakhs
- 5-10 lakhs
- Above 10 lakhs

5. Are you a brand loyal customer?

- Yes
- No

6. Which attributes did attract you to purchase branded products? Rank these attributes in order of their importance to you:

- Brand Name
- Transparent

- Price
- Cleanliness
- Easy Availability
- Others

7. What was the reason for the delay between the purchase decision and the actual purchase?

- Financial constraints
- Waiting for more innovative product
- Waiting for market response

8. What influenced you to buy the above stated brand(s)?

- Advertising
- Shop Display
- Word of mouth
- Family/Friend/Relatives
- Attractive packaging
- Any Other
- Dealer

9. Influence of Brand name on purchasing decisions:

- Agree
- Disagree
- Strongly Agree
- Strongly disagree.

10. Influence of Quality on Purchase Decisions:

- Agree
- Disagree
- Strongly Agree
- Strongly disagree.

11. Influence of Price on Purchase Decisions:

- Agree
- Disagree
- Strongly Agree
- Strongly disagree.

12. Influence of Product features on Purchase Decisions:

- Agree
- Disagree
- Strongly Agree
- I Strongly disagree.

13. Influence of Family members on Purchase Decisions:

- Agree
- Disagree
- Strongly Agree
- Strongly disagree.

14. Influence of Peer group on Purchase Decisions:

- Agree
- Disagree
- Strongly Agree
- Strongly disagree.

15. Influence of Advertisement on Purchase Decisions:

- Agree
- Disagree
- Strongly Agree
- Strongly disagree.

16. Will you like to switch your brand preference if you get some promotional scheme with another brand?

- Yes
- No

17. Do you think branded products are better than unbranded products?

- Yes
- No

18. Will you consider buying products from CG power and Industrial Solutions/Crompton Greaves?

- Yes
- No
- Maybe?

19. Have you ever used/purchased products from Crompton Greaves?

- Yes
- No

20. If yes, Are you happy with your Crompton Greaves purchase?

Or will you shift to another brand?

- **Gap questions:**

1. What can be improved by CG?
2. What are CG's competitors doing better than them?
3. Why do you think some loyal consumers are choosing other brands and not CG?

PROJECT OBJECTIVES

PRIMARY OBJECTIVE:

- To study the impact of brand loyalty on consumer buying behaviour.

SECONDARY OBJECTIVE:

- To give suggestions to CG after researching about the problems and to help them in providing solutions after thoroughly studying the company, its potential customers and gap analysis.
- To study how the brand image and attributes influence consumer buying purchases or intentions.

PROJECT METHODOLOGY

Data Collection:

Both primary as well as secondary form of information was used to prepare the report.

1. Primary Source:

The collection of the primary sources of information was done by creating a google form and circulating it among people to know the impact of brand loyalty on consumer buying behaviour. Primary data was the prime source of information for the survey.

- **Population**

The entire State of Goa is considered a population for the study.

- **Sample Size**

To study the impact of brand loyalty on consumer buying behaviour. 98 respondents are selected to study their satisfaction and loyalty towards the brand CG (Crompton Greaves). The sample is selected based on convenient sampling.

- **Period of study**

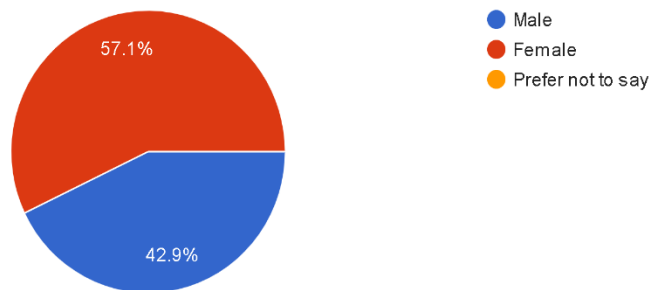
The period of the study is 8 weeks (2 months)

DATA ANALYSIS AND DISCUSSION

- Gender

57.1% - respondents are female.
42.9% - respondents are male.

1. Gender
98 responses

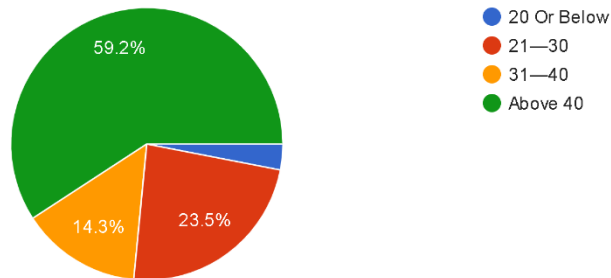


- Age

59.2% - respondents are above the age of 40.
23.5% - respondents are 21-30 years.
14.3% - respondents are 31-40 years.
3.1% - respondents are of the age 20 or below.

2. Age

98 responses



- Employment status?

45.9% - respondents are full time employees.

20.4% - respondents are self-employed.

10.2% - respondents are retired.

8.2% - respondents are home makers.

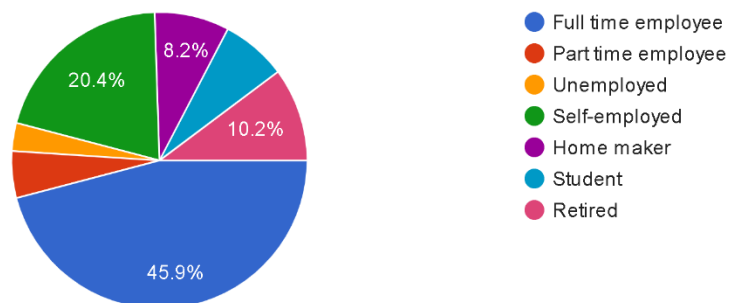
7.1% - respondents are students.

5.1% - respondents are part time employees.

3.1% - respondents are unemployed.

3. What is current employment status?

98 responses



- Annual income?

30.6% - respondents have an income above 10 lakhs.

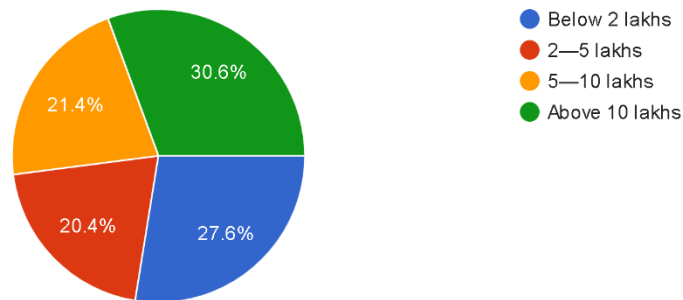
27.6% - respondents have an income below 2 lakhs.

21.4% - respondents have an income of 5 to 10 lakhs.

20.4% - respondents have an income of 2 to 5 lakhs.

4. What is your annual income?

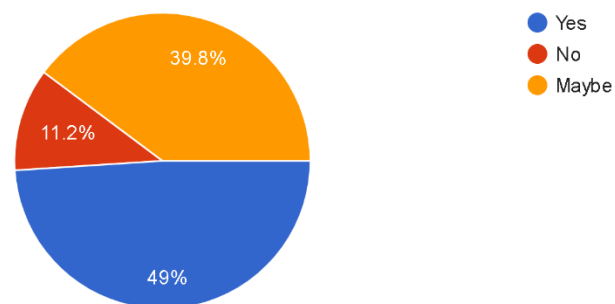
98 responses



- Are you a brand loyal customer?

5. Are you a brand loyal customer?

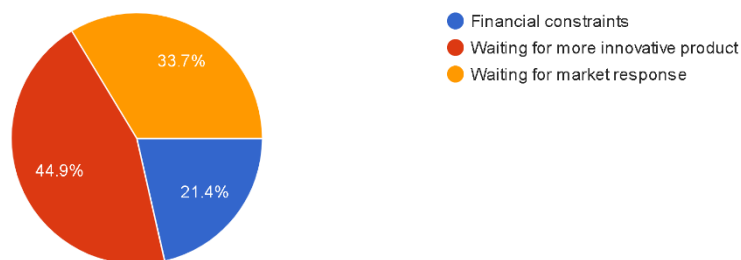
98 responses



49% respondents said yes, they are brand loyal customers. 11.2% respondents said no they are not brand loyal customers and 39.8% respondents said maybe they are brand loyal customers.

- What was the reason for the delay between the purchase decision and the actual purchase?

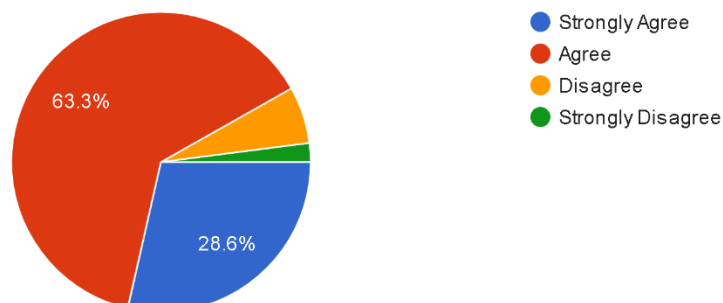
7. What was the reason for the delay between the purchase decision and the actual purchase?
98 responses



44.9% respondents said that they were waiting for more innovative products to get introduced in the market. 33.7% respondents said they were waiting for market response and 21.4% respondents said they have financial constraints.

- Influence of Brand name on purchasing decisions:

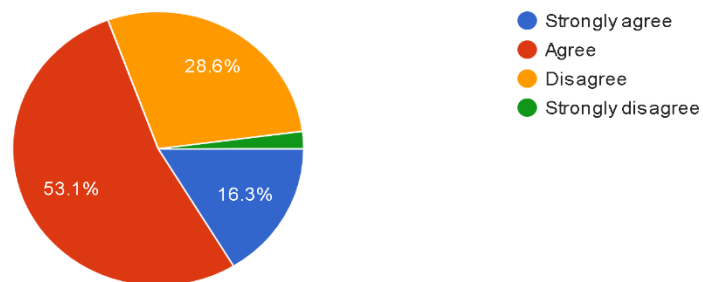
9. Influence of Brand name on purchasing decisions:
98 responses



63.3% respondents agree that brand name influences their purchasing decisions. 28.6% strongly agree on the same. 2% respondents strongly disagree, and 6.1% respondents disagree that brand name influences their purchase decision.

- Influence of Advertisement on Purchase Decisions:

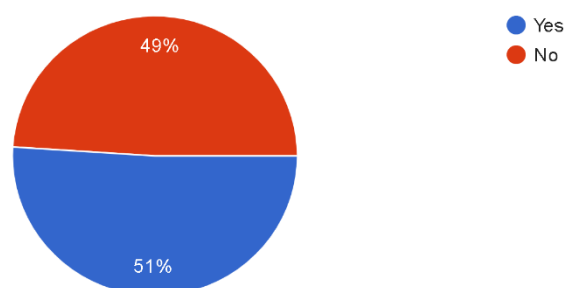
15. Influence of Advertisement on Purchase Decisions:
98 responses



53.1% respondents agree that advertisements influence their purchase decisions. 28.6% respondents disagree and 16.3% respondents strongly agree. And only 2% respondents strongly disagree that advertisements influence their purchase decisions.

- Will you like to switch your brand preference if you get some promotional scheme with another brand?

16. Will you like to switch your brand preference if you get some promotional scheme with another brand?
98 responses

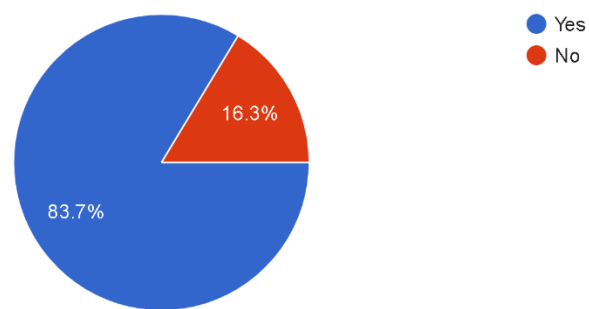


51% respondents said yes they would like to switch their brand preference to get some promotional schemes where as 49% said no they will not switch to other brands.

- Have you ever used/purchased products from Crompton Greaves?

19. Have you ever used/purchased products from Crompton Greaves?

98 responses

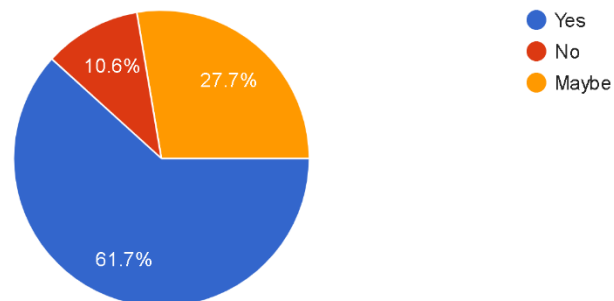


83.7% respondents have either purchased or used products from Crompton Greaves. Whereas only 16.3% respondents have never purchased or used products from Crompton Greaves.

- If yes, Are you happy with your Crompton Greaves purchase? Or will you shift to another brand?

20. If yes, Are you happy with your Crompton Greaves purchase? Or will you shift to another brand?

94 responses



As we can see from the chart above, 61.7% respondents are happy their purchase and would not like to shift to another brand. 27.7% respondents are not so sure regarding their decision on CG. And 10.6% respondents are not happy with their purchase. Hence from this chart we can conclude that CG products, users are majorly brand loyal customers.

TESTS CONDUCTED:

- Frequency test analysis

Frequencies

[DataSet1]

| | | Statistics | | | |
|----------------|---------|------------|--------|---------------------------------------|--------------------------------|
| | | 1. Gender | 2. Age | 3. What is current employment status? | 4. What is your annual income? |
| N | Valid | 98 | 98 | 98 | 98 |
| | Missing | 0 | 0 | 0 | 0 |
| Mean | | 1.57 | 3.30 | 2.97 | 2.54 |
| Median | | 2.00 | 4.00 | 2.00 | 3.00 |
| Mode | | 2 | 4 | 2 | 4 |
| Std. Deviation | | .497 | .933 | 1.475 | 1.177 |
| Minimum | | 1 | 1 | 1 | 1 |
| Maximum | | 2 | 4 | 7 | 4 |

Gender: The variable "gender" has two possible values: 1 for male and 2 for female. Based on the mean of 1.57 and the mode of 2, it appears that there are slightly more females than males in the sample. However, we would need to conduct a hypothesis test to determine if this difference is statistically significant.

Age: The variable "age" appears to be measured on a 1-4 scale, with 1 representing the youngest age group and 4 representing the oldest age group. The mean age in the sample is 3.30, which suggests that the sample is somewhat skewed towards older individuals. The standard deviation of .933 indicates that there is a relatively wide range of ages represented in the sample.

Current employment status: The variable "current employment status" appears to be measured on a 1-7 scale, with 1 representing "unemployed" and 7 representing "self-employed". The mean value of 2.97 suggests that, on average, the individuals in the sample

are employed in some capacity. However, the relatively high standard deviation of 1.475 indicates that there is a lot of variability in terms of employment status.

Annual income: The variable "annual income" appears to be measured on a 1-4 scale, with 1 representing the lowest income bracket and 4 representing the highest income bracket. The mean income in the sample is 2.54, which suggests that the average individual in the sample has a moderate income. The standard deviation of 1.177 indicates that there is a lot of variability in terms of income level.

Overall, this dataset provides an image of the gender, age, employment status, and income of a sample of 98 individuals.

→ Frequency Table

1. Gender

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 42 | 42.9 | 42.9 | 42.9 |
| | 2 | 56 | 57.1 | 57.1 | 100.0 |
| | Total | 98 | 100.0 | 100.0 | |


2. Age

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 3 | 3.1 | 3.1 | 3.1 |
| | 2 | 23 | 23.5 | 23.5 | 26.5 |
| | 3 | 14 | 14.3 | 14.3 | 40.8 |
| | 4 | 58 | 59.2 | 59.2 | 100.0 |
| | Total | 98 | 100.0 | 100.0 | |

3. What is current employment status?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 6 | 6.1 | 6.1 | 6.1 |
| | 2 | 46 | 46.9 | 46.9 | 53.1 |
| | 3 | 20 | 20.4 | 20.4 | 73.5 |
| | 4 | 8 | 8.2 | 8.2 | 81.6 |
| | 5 | 10 | 10.2 | 10.2 | 91.8 |
| | 6 | 5 | 5.1 | 5.1 | 96.9 |
| | 7 | 3 | 3.1 | 3.1 | 100.0 |
| | Total | 98 | 100.0 | 100.0 | |

4. What is your annual income?



| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 26 | 26.5 | 26.5 | 26.5 |
| | 2 | 22 | 22.4 | 22.4 | 49.0 |
| | 3 | 21 | 21.4 | 21.4 | 70.4 |
| | 4 | 29 | 29.6 | 29.6 | 100.0 |
| | Total | 98 | 100.0 | 100.0 | |

- Chi-Square Test

Crosstab


Count

| | | 9. Influence of Brand name on purchasing decisions: | | | | |
|---------------------------------------|---|---|----|---|---|-------|
| | | 1 | 2 | 3 | 4 | Total |
| 3. What is current employment status? | 1 | 2 | 3 | 0 | 1 | 6 |
| | 2 | 13 | 29 | 3 | 1 | 46 |
| | 3 | 5 | 14 | 1 | 0 | 20 |
| | 4 | 2 | 4 | 2 | 0 | 8 |
| | 5 | 3 | 6 | 1 | 0 | 10 |
| | 6 | 1 | 4 | 0 | 0 | 5 |
| | 7 | 1 | 2 | 0 | 0 | 3 |
| Total | | 27 | 62 | 7 | 2 | 98 |

Chi-Square Tests

| | Value | df | Asymptotic Significance (2-sided) |
|------------------------------|---------------------|----|-----------------------------------|
| Pearson Chi-Square | 13.157 ^a | 18 | .782 |
| Likelihood Ratio | 9.851 | 18 | .937 |
| Linear-by-Linear Association | .142 | 1 | .706 |
| N of Valid Cases | 98 | | |

a. 22 cells (78.6%) have expected count less than 5. The minimum expected count is .06.



| Symmetric Measures | | | |
|--------------------|------------|-------|--------------------------|
| | | Value | Approximate Significance |
| Nominal by Nominal | Phi | .366 | .782 |
| | Cramer's V | .212 | .782 |
| N of Valid Cases | | 98 | |

Based on the crosstab and chi-square tests provided, we can see that there are no significant associations between the two variables, "Influence of Brand name on purchasing decisions" and "current employment status".

The Pearson chi-square test has a p-value of .782, which is above the commonly used threshold of .05 for statistical significance. Additionally, the likelihood ratio test has a p-value of .937, indicating that the null hypothesis (that there is no association between the two variables) cannot be rejected.

The linear-by-linear association test also has a non-significant p-value of .706, further indicating that there is no significant linear trend in the data.

The symmetric measures (Phi and Cramer's V) both have low values, with Phi at .366 and Cramer's V at .212. This suggests a weak association between the two variables.

It's also worth noting that the chi-square tests indicate that 22 cells (78.6%) have expected counts less than 5, which may affect the reliability of the chi-square tests. This indicates that the sample size may be too small or that the cells are too sparse.

Overall, based on the statistical tests, there is no significant association between "Influence of Brand name on purchasing decisions" and "current employment status".

- **Reliability**

The Cronbach's alpha value of .656 suggests that the measure has good potential for reliability improvements, but it is still within an acceptable range of 0.6, indicating that the measure is already doing a reasonably good job of measuring the intended construct.

It's important to note that the Cronbach's alpha value based on standardized items is slightly higher at .661, which indicates that standardizing the items could enhance the reliability of the measure further.

Additionally, the measure's inclusion of seven items is an excellent aspect as it enables it to capture multiple aspects of the intended construct. Therefore, overall, the measure is already effective in measuring the intended construct, and there is potential for it to improve further, which is very positive.

Reliability Statistics

➔

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .656 | .661 | 7 |

- **Correlation**

➔ **Correlations**

Correlations

| | | 2. Age | 4. What is your annual income? | 8. What influences you to buy any products from a brand? |
|--|---------------------|--------|--------------------------------|--|
| 2. Age | Pearson Correlation | 1 | .407** | .179 |
| | Sig. (2-tailed) | | <.001 | .077 |
| | N | 98 | 98 | 98 |
| 4. What is your annual income? | Pearson Correlation | .407** | 1 | .090 |
| | Sig. (2-tailed) | <.001 | | .377 |
| | N | 98 | 98 | 98 |
| 8. What influences you to buy any products from a brand? | Pearson Correlation | .179 | .090 | 1 |
| | Sig. (2-tailed) | .077 | .377 | |
| | N | 98 | 98 | 98 |

** . Correlation is significant at the 0.01 level (2-tailed).

As we can see in the above table, which is checking correlation, between age, what is your annual income and what influences you to buy any products from a brand. As significance value is less than 0.05 and Pearson value is 40.7% therefore, we can say that there is a positive relation between of all of them.

FINDINGS AND CONCLUSION

Findings:

From the analysis of the responses collected by conducting the survey, we can see that most respondents were female (57.1%), and over 40 years of age (59.2%). This suggests that the survey may not be fully representative of the general population, as it skews towards an older and female audience.

In terms of employment status, nearly half of the respondents (45.9%) were full-time employees, followed by self-employed individuals (20.4%) and retirees (10.2%). This suggests that the survey primarily captures the opinions of people who are working or have worked in the past, which again may not be fully representative of the general population.

When it comes to annual income, nearly one-third of respondents (30.6%) reported an income above 10 lakhs, while another one-fifth (20.4%) reported an income of 2 to 5 lakhs. This suggests that the survey skews towards a more affluent population.

Regarding brand loyalty, nearly half of the respondents (49%) said they were brand loyal customers, while 39.8% said they might be. Only 11.2% said they were not brand loyal. This suggests that brand loyalty is important to a significant portion of the survey population.

When it comes to the reasons for delay between purchase decision and actual purchase, nearly half of the respondents (44.9%) said they were waiting for more innovative products to be introduced in the market. This suggests that innovation is an important factor for consumers when deciding when to make a purchase.

In terms of the influence of brand name on purchasing decisions, the majority of respondents (63.3%) agreed that brand name influenced their purchasing decisions. This suggests that brand recognition and reputation are important to a majority of consumers.

Regarding the influence of advertising on purchasing decisions, just over half of respondents (53.1%) agreed that advertisements influenced their purchasing decisions. This suggests that advertising is still an effective way to reach consumers and influence their purchase decisions.

When asked if they would switch their brand preference for a promotional scheme, slightly more than half of respondents (51%) said they would switch, while 49% said they would not. This suggests that promotional schemes can be effective in driving consumers to switch brands.

Finally, most respondents (83.7%) reported having purchased or used products from Crompton Greaves, and of those, the majority (61.7%) said they were happy with their purchase and would not switch to another brand. This suggests that Crompton Greaves has a strong brand reputation and a loyal customer base.

Conclusion

The survey results provide valuable insights into the demographics, purchasing behaviour, and brand loyalty of consumers. Most respondents are female and above the age of 40, with a significant proportion being self-employed. Additionally, almost half of the respondents are brand loyal customers, indicating the importance of building brand loyalty in the market.

The survey also revealed that innovative products and market response play a significant role in the delay between purchase decision and actual purchase. This suggests that companies should focus on developing new and innovative products and addressing market concerns to increase the likelihood of consumers making a purchase.

Moreover, brand name and advertisements play an influential role in purchase decisions, which highlights the importance of building a strong brand image and advertising strategy. Interestingly, while over 80% of respondents have used or purchased products from Crompton Greaves, the brand loyalty is not as high, but we can see that the users are happy with their purchase and unwilling to shift to another brand.

These findings can help companies better understand their target audience and adjust their strategies to meet their needs and preferences, ultimately increasing brand loyalty and sales in the market.

Overall, the survey suggests that brand loyalty, innovation, and brand recognition are important factors for consumers when making purchasing decisions. The survey also suggests that advertising and promotional schemes can be effective in driving consumer behaviour.

Marketers can use this information to develop effective marketing strategies that leverage these factors to attract and retain customers. Additionally, the survey highlights the importance of product innovation and quality in driving consumer satisfaction and loyalty.

RECOMMENDATIONS TO THE COMPANY

Recommendations: Increase brand visibility: In today's competitive market, it is essential to increase the brand's visibility among the target audience. The company can consider investing in social media marketing, influencer marketing, and email marketing to increase brand awareness.

- Improve customer service: The customer service experience plays a significant role in building brand loyalty. The company should focus on improving its customer service by providing timely and effective solutions to customer complaints and queries.
- Provide value-added services: To increase customer loyalty, the company can offer value-added services such as after-sales service, free installation, and repair services. This can help in building trust and loyalty among customers.
- Conduct market research: Conducting market research can help the company understand the changing consumer behaviour and preferences. Based on the findings, the company can adjust its marketing strategies to meet customer expectations.
- Brand loyalty can lead to word-of-mouth marketing: Loyal customers tend to share their positive experiences with others, leading to word-of-mouth marketing, which can be very effective in building brand reputation and attracting new customers.
- Brand loyalty leads to repeat purchases: Consumers who are loyal to a brand tend to make repeat purchases. This can be beneficial for the company as it ensures a steady stream of revenue.

WORK DONE AND LEARNINGS DERIVED

Work done:

As a marketing intern at Crompton Greaves, I was involved in a variety of tasks that helped me gain a deeper understanding of the company's marketing strategies and operations. Throughout my internship, I learned the importance of effective communication and collaboration within the team. I also gained a better understanding of how various marketing strategies can impact consumer behaviour and influence purchasing decisions.

Contributed to the development of marketing materials, such as brochures, flyers, and social media posts, to create a consistent and appealing brand image.

Collaborated with other departments, such as product development and customer service, to ensure the consistency of brand messaging and improve the customer experience.

Learnings derived:

During my internship at Crompton Greaves in Goa, I learned a lot about marketing from my perspective as an intern. One of the most important things I learned was the significance of consumer insights in creating effective marketing strategies. I worked on various market research projects, which helped me learn how to conduct surveys, analyse data, and recognize trends to understand consumer behaviour.

I also had the opportunity to develop and implement marketing campaigns, which required me to work collaboratively with teams and coordinate with external agencies. This experience gave me a better understanding of how communication and teamwork are essential in any marketing role.

Another important lesson I learned was the value of brand loyalty and its impact on consumer behaviour. Analysing consumer behaviour data provided me with insights into how a strong brand can influence purchasing decisions and drive repeat purchases and word-of-mouth referrals.

Overall, my internship was an enriching and rewarding experience where I could apply my theoretical knowledge to real-world marketing situations. Working with a supportive and experienced team was a great opportunity, and I believe the skills and knowledge I gained will be helpful in my future career.