

IMPACT OF BRAND LOYALTY ON CONSUMERS' BUYING BEHAVIOUR IN THE DAIRY PRODUCTS MARKET

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ABSTRACT

Purpose

The purpose of the study is to identify the brand loyalty factors that influences buying behaviour of consumers towards dairy products, to understand the relationship between brand loyalty and consumer buying behaviour.

Methodology

A sample size of 604 respondents from the Gujarat & other states were selected for the ongoing study in order to participate in the evaluation process using SPSS. But in order to use a Google form for the survey, a random sampling was carried out using social media networks with members spread throughout India.

Findings

The role of cultural and regional influences on brand loyalty is covered in the literature review. In order to provide a quantifiable representation of their opinions, respondents were asked to assess their settlement on a Likert scale.

Research limitations

The research is limited to only quantitative analysis, perhaps no qualitative analysis has been conducted in the paper. According to the research, satisfied clients are more devoted to a given brand than are potential new clients.

Originality

Businesses tailor their strategies to resonate with consumers' cultural sensibilities by understanding how these cultural factors relate to brand loyalty. Even though there may have been a lot of research done in the past on how consumers purchase dairy products, there are still some elements that are missing, and marketers are still working to figure out what these missing elements are.

KEYWORDS: Brand Loyalty, Consumers buying behaviour, customer satisfaction, brand awareness, consumer perception, competitive market

INTRODUCTION

A brand is generally an intangible asset which is usually made up of various elements like design, quality, price, advertising, packaging which gives the consumers a sense of buying that particular brand products in the competitive dairy products market. **(WillKenton 2018)** The logos and the slogans are the main important elements of a brand to attract and retain customers. The repetitive purchasing from the consumer's end makes them loyal towards the specific brands. A highly satisfied customer would always be loyal to some specific brands which in turn builds the brand loyalty towards the dairy products. Different consumers have different perceptions towards buying products and services in the competitive market. Once the consumers become loyal to some specific dairy brands then it becomes easy for the companies to retain them for the long run. **(CAROL M. KOPP 2023)**. Brand loyalty is coined as a major driver of gaining profitability because most businesses earn revenues in terms of retaining their customers. **The research reveals that satisfied customers are more loyal to specific brands rather than the new customers.** And for this there are certain factors which are affecting brand loyalty from consumers point of view.

Determinants affecting Brand loyalty:

There can be numerous factors which can affect brand loyalty from consumers point of view. (MBA SKOOL TEAM 2020)

1. **Product Quality:** Higher the product quality better will be the satisfaction level of consumers towards dairy products. This directly will help the marketers or say companies to retain their customers lifelong.
2. **Brand Image:** A customer friendly image of a brand can lead to a positive and repetitive purchase intentions of consumers. This is the most important key to develop a brand image and this can make customers loyal to particular brands.
3. **Perceived Value:** The customers should feel privileged on the purchasing of products which in turn can lead to satisfaction. By offering loyalty discounts customers feel more valued by the companies which automatically leads to retention.
4. **Switching Cost:** Definitely switching cost matters a lot to customers, the reason being if they are getting similar kinds of products at an affordable price along with good quality then they won't mind switching the brand.
5. **Availability & Service:** In order to create customer loyalty, the companies should always offer good products with great after sales services. And also, the products should be available in stores upon the demand of the customers.
6. **Customer Psychology:** Different customers have different mindsets so; the definition of brand loyalty can differ from customer to customer as per their needs and demands. Understanding consumer psychology has always been a big-time challenge for the companies and marketers. To gain an impetus in the competitive dairy products market companies have to take some effective and affective measures in order to win the hearts of their regular customers.

Brand loyalty among consumers

The first and foremost thing which can make the customers loyal to specific dairy products brands will be the development of trust followed by satisfaction which in turn can lead to repetitive purchase from the consumer's end. If the customers get appropriate after sales services, discounts, special privileges then this can appeal to them to stay loyal to particular brands for a longer period of time **(Matthew Foster)**

PROBLEM STATEMENT

There has been very limited research done in the area of impact of brand loyalty on the consumers buying behaviour in the dairy products market. Reason being consumers can be loyal to one brand only

when they are highly satisfied by not only the consumption or say use of that product but also by the product quality, price, timely availability, brand name awareness and the related factors. **(Kaushalya, A. M. and Fernando, P.I.N).**

The marketers are still unable to tap those untapped areas or say locations where the consumers are facing many discrepancies in order to get their desired dairy products at an affordable price.

RESEARCH GAP

Though much of research might have been conducted in the past regarding understanding the buying behaviour of consumers towards dairy products, still something is missing out where the marketers are lagging behind to understand the actual reason behind these missing elements. **Marketers must understand the perception of consumers and the reasons behind them being loyal to some specific brands.**

OBJECTIVES

1. To identify the brand loyalty factors that influence the buying behaviour of consumers towards dairy products
2. To understand the relationship between brand loyalty and consumer buying behaviour.
3. To integrate a marketing framework for wider acceptance of dairy products through 12 Ps of Marketing.

RESEARCH QUESTIONS

RQ 1. How does brand loyalty impact consumers' purchase behaviour towards dairy products?

RQ 2. How does 12 Ps of marketing influence the consumers' perception for being loyal to some specific brands?

Application of 12 Ps of marketing for satisfying and retaining the loyal customers for the success of the dairy products market in the long run:

The 12 Ps of marketing envelop a far-reaching framework that impacts consumers' buying behaviour in the dairy products market. These components by and large shape the manner in which customers see and associate with brands, fostering brand loyalty and impacting buying choices. The quality, variety, and health benefits of dairy products should correspond to consumer preferences. Development and separation, like natural or lactose-free options, cater to various needs and draw in brand-conscious customers. Consumers' perceptions of the value of dairy products are influenced by pricing practices such as competitive pricing or value-based pricing (Yasa *et al.* 2020). To influence consumers' purchasing decisions, brands should balance affordability and saw quality. The availability and convenience of dairy products for consumers are increased by effective distribution, which makes them quickly accessible through a variety of channels, including supermarkets, convenience stores, and online platforms. Advertising, social media, and influencer partnerships are examples of marketing strategies that raise consumer awareness and improve brand associations, which in turn improves consumer loyalty and close-to-home associations (Hanaysha *et al.* 2021). Dairy products can hang out in a crowded market by developing a remarkable brand image and personality. Whether it's medical benefits or manageable practices, brands should emphasize the value they offer. Packaging that is appealing and informative communicates product attributes and engages customers. Natural eco-aware and engaged consumers may be drawn to packaging that emphasizes eco-kindness or reasonableness. Engaged and knowledgeable employees enhance the shopping experience for customers and foster brand loyalty, both in-person and online. Customers are motivated to stay loyal when they feel included, which is promoted by intuitive missions, challenges, or reviews that empower buyer commitment (Sudari *et al.* 2019). By providing consistent information and favourable associations, brands can influence how consumers perceive them, affecting their deep connection and loyalty. Marketing

messages and offers tailored to specific preferences, based on data analysis, demonstrates a deep understanding of consumers and strengthens their relationship with the brand. Promoting a brand's commitment to social or ecological causes and its values resonates with socially aware customers, increasing advocacy and brand loyalty. Consumers depend on consistent positive outcomes, so delivering consistent product quality and having positive client interactions cements brand loyalty (Mofokeng, 2023). All in all, the 12 Ps of marketing by and large apply a profound impact on consumers' buying behaviour in the dairy products market. Brands that decisively coordinate these components into their marketing approach can have areas of strength for developing loyalty, fostering repeat purchases, positive word-of-mouth, and ultimately, sustained success in a competitive industry.

LITERATURE REVIEW

INTRODUCTION

In the present competitive market landscape, building and keeping up with brand loyalty is essential for organisations meaning to get a supportable customer base. Brand loyalty is an idea that has acquired significant consideration from researchers and professionals alike, as it straightforwardly impacts consumers' buying behaviour. This literature review looks at different examinations that investigate the impact of brand loyalty on consumers' buying decisions inside the dairy products market.

THEORETICAL DISCUSSION

AUTHOR	TITLE	RESULTS
1. Al Sukaini (2022):	The effect of brand image and advertisement on consumer buying behaviour in Iraq.	Al Sukaini dives into the role of brand image in affecting consumers' perceptions and behaviours. Albeit not straightforwardly connected with the business, this study features the capability of mascots to create profound associations and enhance brand loyalty. The discoveries propose that a first-rate brand image methodology can encourage commitment and positive associations, possibly translating to increased brand loyalty in the market too.
2. Bahety <i>et al.</i> (2022):	Exploring the factors influencing consumer preference toward dairy products: empirical research	This study digs into the significance of brand logo acknowledgment and the apparent benefits related to it. While not dairy-explicit, the discoveries highlight the importance of visual brand components in framing major areas of strength for a brand relationship. In the dairy area, this could manifest in unmistakable packaging and logos, adding to brand loyalty.
3. Ali (1) and Muhammad (2), (2021):	Impact of Promotional Tools on Consumer Buying Behavior: A Case of FMCG Industry	The research by Ali (1) and Muhammad (2), investigates how social elements impact customer decision-making styles. Their discoveries feature the need to adjust marketing methodologies based on the market's advancement level. In the dairy products market, understanding these distinctions can assist with tailoring brand loyalty drives to reverberate with consumers across different markets.
4. Gidaković <i>et al.</i> (2022):	The interplay of brand,	Albeit not dairy-explicit, the idea is relevant in a globalised dairy market. The study underlines that country-of-origin

	brand origin and brand user stereotypes in forming value perceptions.	signals can impact brand loyalty, as consumers often partner specific characteristics with explicit nations.
5. Ali <i>et al.</i> (2021):	Investigating the antecedents of halal brand product purchase intention: an empirical investigation	Ali <i>et al.</i> research dives into the advancement of the halal brand crusade. This case study shows the power of predictable and important advertising efforts in keeping up with brand loyalty. Amul's success in the dairy area can be credited to some degree to the enduring impact of their advertising efforts. By studying successful brand expansion techniques, the research features the potential for utilising brand value in differentiating offerings inside the dairy area. This study's discoveries offer bits of knowledge into how brand loyalty can act as a platform for expansion, adding to sustained development and customer commitment.
6. Mkedder <i>et al.</i> (2018):	Investigating the Antecedents of Purchase Intention Toward Local Dairy Products: An Empirical Study Based on the SOR Model	Mkedder <i>et al.</i> researches the mental effects of brand mascots on purchase decisions. Albeit not dairy-explicit, their discoveries give bits of knowledge into the role of mascots in affecting consumers' close to home responses. In the dairy business, mascots could assume a comparative part in building brand loyalty through close to home associations.
7. Zhao <i>et al.</i> (2022):	Untying the influence of advertisements on consumers buying behaviour and brand loyalty through brand awareness: the moderating role of perceived quality.	While the particular setting of Zhao commitment isn't given, his work is probably going to investigate a feature of brand loyalty and shopper behaviour. Zhao's research could add to the understanding of the dairy products market's elements and customer preferences. While the particular setting of Zhao commitment isn't given, his work is probably going to investigate a feature of brand loyalty and buyer behaviour. Given the advancing idea of the dairy products market, Zhao's research could offer bits of knowledge into arising patterns and their impact on brand loyalty. This could envelop factors like manageability, wellbeing consciousness, and computerised commitment, which have acquired noticeable quality as of late. By inspecting how these advancing patterns cross with brand loyalty, Zhao's study could give useful ramifications to dairy industry players looking to adjust and enhance.
8.	A causal	In their study, Photcharoen et al. inspects organic brand

Photcharoen et al. (2020):	model of organic food buying behaviours of consumers in Thailand.	augmentation systems. Brand augmentations can impact buyer perceptions and loyalty. A successful brand augmentation can give significant experiences to other dairy brands hoping to differentiate their product offerings while keeping up with brand loyalty.
9. Rezgar Mohammed and Olga Murova (2019):	The effect of price reduction on consumer's buying behaviour in the US differentiated yoghurt market.	Rezgar Mohammed and Olga Murova's research on the centres around the impact of logo aesthetics on brand attitude. While not dairy-explicit, this study recommends that logo configuration can impact consumers' attitudes towards a brand. In the dairy business, creating a positive and vital brand attitude through logo configuration could cultivate loyalty. Rezgar Mohammed and Olga Murova research highlights the mental nuances impacting brand loyalty. The study's investigation of logo aesthetics and its association with brand attitude adds profundity to an understanding of shopper perceptions. As consumers interface with dairy products every day, the visual allure of logos can add to shaping positive associations and supporting brand loyalty. The moderating role of hope presents a charming component, proposing that logos can inspire close to home responses that further enhance loyalty. This understanding holds relevance for dairy brands looking to create persevering through brand associations through effective logo plans.

Table 1: Literature Review

(Self-made)

Current issues

In recent times, for managing a business, human resources are very crucial. Employees that are considered to be the most significant source of a company for retention is a critical issue. Employee retention is affected through different factors such as organizational policies, salary, performance appraisal, motivation, benefit schemes and also from the work itself. However low employee turnover indicates satisfaction somewhere in the work. Brand augmentations, when executed effectively, can profit by existing brand loyalty to present new product lines. (Sharma, 2019) By studying successful brand augmentation techniques, the research features the potential for utilising brand value in differentiating offerings inside the dairy area. This study's discoveries offer experiences into how brand loyalty can act as a platform for expansion, adding to sustained development and buyer commitment. Organisations need to invest in several development activities or programs that helps them to influence the job satisfaction of the employees. This will help to get a higher level of job satisfaction and also will help them to enlarge the size of the firm in the long term. Job satisfaction is considered as the most important factor in any organization as several factors influencing the success of the organization such as brand loyalty productivity and employed retention strategy (Shukla and Mishra, 2023). The motivation and satisfaction of employees is very important in order to work effectively within the organization for sustaining themselves and also being able to face the competitive world. Therefore, employees with satisfied job will show positive attitude towards their work and also will be more productive.

CONCEPTUAL FRAMEWORK (CONSUMER BEHAVIOR THEORY)

In the developing landscape of consumer behaviour, a few trends have arisen that cross with brand loyalty in the dairy products market. These trends, like wellbeing consciousness, manageability, and computerised commitment, have profound ramifications for consumers' perceptions and decisions. Wellbeing conscious consumers look for dairy products that line up with their nourishing inclinations, and brand loyalty can be impacted by brands that reliably give better options. Maintainability concerns have driven consumers to incline toward brands with earth mindful works on, shaping their loyalty toward eco-accommodating dairy products. Also, the advanced age has transformed the manner in which consumers collaborate with brands, introducing open doors for dairy companies to draw in and build loyalty through social media, customised encounters, and online networks.

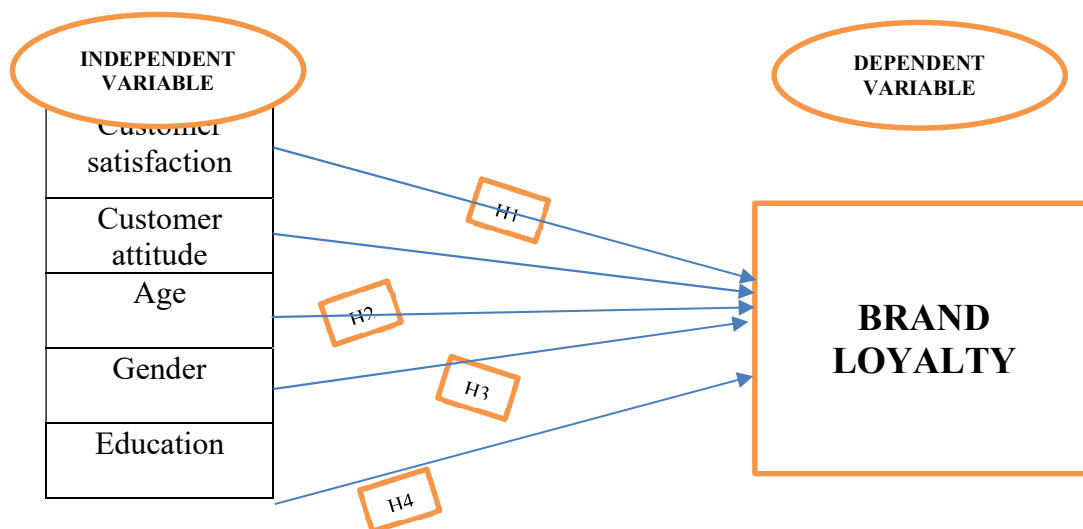


Figure: Conceptual framework and hypothesis development
(Source: self-created)

SUMMARY

The review of literature features the role of cultural and regional influences on brand loyalty. In the dairy products market, where products often have connections to explicit locales or nations, consumers might frame associations among origin and quality. Cultural nuances shape perceptions of authenticity and reliability, impacting brand loyalty across assorted markets. Understanding how these cultural variables associate with brand loyalty can direct businesses in tailoring strategies that resonate with consumers' cultural sensibilities.

METHODOLOGY

INTRODUCTION

The reviewed literature has given important experiences into the impact of brand loyalty on consumers' buying behaviour in the dairy products market (Snyder, 2019). To further add to this understanding, the momentum study embraced a quantitative research approach, utilising essential data collection through an organised survey circulated by means of Google Forms. This segment frames the methodology utilised, including participant selection, data collection, and response acquisition.

PARTICIPANT SELECTION

For the ongoing study, **a sample size of 604 respondents** was chosen to take part in the review from the **areas of India for SPSS**. However, in order to survey through Google form, the review was conducted randomly through social media networks connected in all over India. **Total 604 respondents were connected through the survey**. The respondents were focused on from different socioeconomics and geological areas to guarantee a delegate test that mirrors the more extensive populace of dairy product consumers. The participants were chosen from various regions of India where we could incorporate all of the pertinent answers to the questions posed. Ahmedabad, Vadodara, Surat, Bharuch, and Rajkot are the many cities from which the participants have been chosen from Gujarat. Mumbai, which is situated in the southwest of India, is surrounded by the cities of Dahisar East, Bandra, Dharavi, Mahim, Malabar Hill, and Pali Hill. The paper has reported on participants from Vijawada, Chennai, Vizag, Hyderabad, and Visakhapatnam in southern India. Finally, from the eastern regions of India, participants were chosen from Bihar, Bardhaman, Kohima, Shillong, Mizoram, and Nagaon. The researcher has chosen 20–25 volunteers for this study from each city.

DATA COLLECTION

The research survey was intended to gather relevant data in regards to participants' perceptions of brand loyalty and its effect on their buying behaviour inside the dairy products market. The poll included things connected with brand acknowledgment, close to home associations, saw benefits, and purchase decisions (Browne *et al.* 2019). Respondents were approached to rate their settlement on a Likert scale, giving a quantitative proportion of their perceptions.

UTILISING SPSS

SPSS, a broadly utilised software instrument, was picked as the stage for data collection. The overview was intended to be easy to understand and effectively available to participants, permitting them to answer at their convenience (Pandey and Pandey, 2021). The advanced idea of the study worked with effective data collection and limited geological limitations.

RESPONSE ACQUISITION

A sum of 604 finished responses were gained inside the specified data collection period. The responses were totally analysed and sifted for fulfilment and consistency. The obtained data were then exposed to factual analysis to determine meaningful experiences and draw ends.

DATA ANALYSIS

The collected data went through thorough factual analysis to reveal examples, patterns, and connections among factors. Engaging measurements, like mean, median, and standard deviation, were registered to sum up the data. Inferential measurements, including connection analysis and relapse displaying, were utilised to inspect the connections between brand loyalty variables and consumers' buying behaviour (Hodges *et al.* 2022). By utilising a quantitative research approach and a very much organised questionnaire managed through SPSS, this study meant to contribute experimental proof to the current group of literature on the impact of brand loyalty on consumers' buying behaviour in the dairy products market. The essential data collected from 604 respondents gave important bits of knowledge into the

elements between brand loyalty and purchase decisions (Busetto *et al.* 2020). The following data analysis will enhance one-way ANOVA testing to identify the hypothesis of the research that will understand the variables driving into brand loyalty and guide key decision-making for organisations working in the dairy business. The reviewed examinations by and large accentuate the many-sided connection between brand loyalty and consumers' buying behaviour in the dairy products market. While each study centres around various angles, they all add to our understanding of the elements that shape brand loyalty, including brand mascots, logo identification, customer decision-making styles, country of origin, advertising, and brand expansions (Johnson, 2022). These bits of knowledge can direct dairy organisations in developing effective methodologies to develop and support brand loyalty, ultimately driving their success in the market. As the dairy business keeps on developing, further research in this area will proceed with experiences into purchaser behaviour and the role of brand loyalty.

RESULTS

INTRODUCTION

This study looks at the nexus of brand loyalty, consumer conduct, and health discernments in the dairy products market. Bits of knowledge from 604 respondents enlighten the effect on purchasing decisions, underscoring product quality, customer satisfaction, and health benefits. These discoveries offer strategic bits of knowledge for dairy brands navigating a competitive scene.

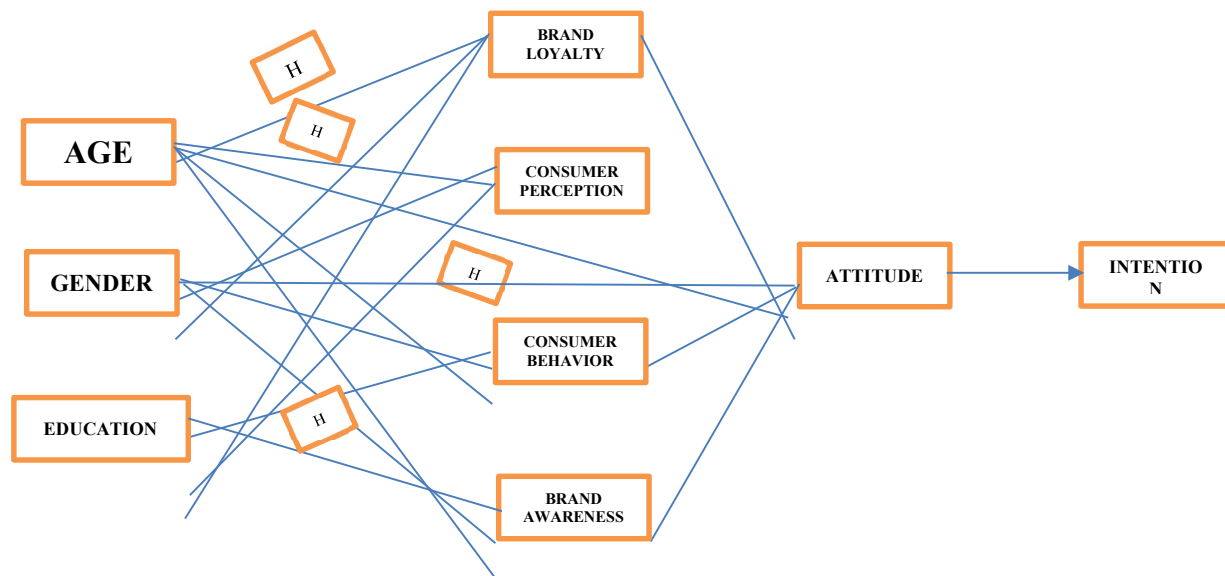
RESEARCH HYPOTHESES

H1: Consumers with higher levels of brand loyalty towards specific dairy products are more likely to make repeat purchases of those products.

H2: Brand loyalty positively influences consumers' attitudes and perceptions towards dairy products, leading to a stronger inclination to choose those brands over competitors.

H3: The presence of effective marketing strategies based on the 12 Ps framework enhances consumers' perception of brand loyalty resulting in increased purchases of dairy products.

H4: A positive correlation exists between consumers' perceived value of dairy products (as influenced by brand loyalty) and their willingness to pay a premium price for those products, as guided by the 12 Ps of marketing.



The research hypotheses set forth in the study encapsulate different facets of the connection between brand loyalty and consumers' perceptions and behaviours concerning dairy products. Every hypothesis tries to investigate a particular part of this multifaceted association, adding to an extensive comprehension of the peculiarity (Raza *et al.* 2020).

H1: Consumers with higher levels of brand loyalty towards specific dairy products are more prone to make repeat purchases of those products.

This hypothesis recommends an immediate connection between brand loyalty and repeat purchases. It places that individuals who display stronger brand loyalty towards specific dairy products are more disposed to purchase those products repeatedly (Arif, M. (1) and Syahputri, A. (2), 2021). As such, the hypothesis suggests that the close to home bond formed through brand loyalty prompts a feeling of trust and satisfaction, influencing consumers to choose similar products consistently.

H2: Brand loyalty positively influences consumers' attitudes and perceptions towards dairy products, leading to a stronger inclination to choose those brands over competitors.

This hypothesis dives into the impact of brand loyalty on consumer attitudes and preferences. It shows that solid brand loyalty brings about favourable attitudes and perceptions toward dairy products (Gunawan, 2022). As consumers foster a connection to specific brands, they are more liable to see those products positively and focus on them over contending choices.

H3: The presence of effective marketing strategies in light of the 12 Ps framework enhances consumers' perception of brand loyalty resulting in increased purchases of dairy products.

Here, the hypothesis features the roles of marketing strategies in fostering brand loyalty and driving

purchases. It declares that professional marketing efforts, lined up with the 12 Ps framework (an exhaustive marketing blend), add to an elevated perception of brand loyalty among consumers (Khairawati, 2020). This, thus, prompts an expansion in purchases of dairy products related with the unwavering brands.

H4: A positive correlation exists between consumers' perceived value of dairy products (as influenced by brand loyalty) and their willingness to follow through on a premium cost for those products, as guided by the 12 Ps of marketing.

The final hypothesis highlights the association between perceived value, brand loyalty, and evaluating choices. It places that consumers who attribute higher value to dairy products because of their brand loyalty are more disposed to follow through on a premium cost for those products. The hypothesis additionally incorporates the influence of the 12 Ps of marketing, recommending that effective marketing strategies can further support this relationship (Khairawati, 2020). In essence, these speculations by and large form a strong framework to investigate the perplexing exchange between brand loyalty, consumer perceptions, buy behaviours, and marketing strategies within the setting of dairy products. Every hypothesis adds to a more profound cognizance of how brand loyalty shapes consumers' preferences and activities, revealing insight into the potential factors that drive such associations in the domain of dairy item consumption.

Oneway

[DataSet1]

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Do you feel more positively about dairy products when you are loyal to certain brands?	Between Groups	739.871	4	184.968	868.676	.000
	Within Groups	127.758	600	.213		
	Total	867.630	604			
How likely are you to make repeat purchases of dairy products from brands you are loyal to?	Between Groups	1474.880	4	368.720	1484.143	.000
	Within Groups	149.064	600	.248		
	Total	1623.944	604			
To what extent does brand loyalty influence your preference for specific dairy product brands over others?	Between Groups	499.297	4	124.824	527.000	.000
	Within Groups	142.115	600	.237		
	Total	641.412	604			
How much does your perception of value from dairy products influence your willingness to pay a premium price for them?	Between Groups	525.522	4	131.381	319.250	.000
	Within Groups	246.917	600	.412		
	Total	772.440	604			
Do you find that the marketing efforts of dairy product brands influence your decision to be loyal to them?	Between Groups	694.654	4	173.664	1288.367	.000
	Within Groups	80.876	600	.135		
	Total	775.531	604			
Are you willing to pay a higher price for dairy products from brands you are loyal to, compared to other brands?	Between Groups	674.594	4	168.649	952.764	.000
	Within Groups	106.206	600	.177		
	Total	780.800	604			

FINDINGS

In the conducted study, a One-Way Analysis of Variance (ANOVA) was utilised as a statistical technique to investigate the potential associations between respondents' perceptions of dairy products and their brand loyalty. The information for this examination, containing the responses of 604 participants, was gathered and handled utilising the SPSS software. The principal purpose of utilising ANOVA in this setting was to evaluate whether there existed statistically significant qualifications among means of multiple groups, for this situation, the participants' responses. This approach is particularly useful while dealing with multiple groups, as it empowers the identification of variations within and between the groups, giving insights into potential differences across different parameters of interest. The study entailed the examination of different perspectives relating to brand loyalty and its potential impact on individuals' attitudes and behaviours concerning dairy products (Cuong, 2020). To this end, the gathered responses were exposed to several One-Way ANOVA tests, with each test compared to an unmistakable inquiry that intended to investigate a particular facet of the respondents' perceptions. The results of these ANOVA tests were meticulously summarised in the even format given. Within this event, key measurements like the Sum of Squares, degrees of freedom (df), Mean Square, F-statistic (F), and significance level (Sig.) were introduced. These measurements are indispensable to the ANOVA analysis, as they

add to the appraisal of potential differences among the groups. The column labelled Between Groups in the table encapsulates the variation observed between the different variable groups. It elucidates the degree of diversity in responses across the groups for a specific inquiry. Complementing this, the Within Groups column encapsulates the variation present within each group, offering insights into the level of understanding or divergence among participants within a similar group (Chang et al. 2019). Additionally, the Complete column amalgamates both the Between Groups and Within Groups variations, giving an all-encompassing viewpoint on the general changeability in the dataset. The F statistic in each line of the table is a crucial mark of the ratio of between-group variation to within-group variation. A higher F-value shows a higher probability of meaningful qualifications between the groups. Of particular significance is the Sig. column, which is inseparable from the p-value. The p-value is a fundamental statistical measure that conveys the likelihood of acquiring the observed F-statistic purely by some coincidence (Yu *et al.*, 2022). Whenever the p-value is lower than a foreordained edge, typically 0.05, it suggests that the observed differences among the groups are statistically significant. Remarkably, across every one of the questions investigated in the study, the Sig. values exhibited remarkable consistency, consistently approaching zero. This example highlights the statistical significance of the observed variations and differences among the groups in each case. Thus, the results of the ANOVA tests give hearty proof that brand loyalty really does without a doubt apply a prominent influence on the respondents' attitudes, preferences, and perceptions concerning dairy products. In essence, the study outfitted the force of One-Way ANOVA to examine the multifaceted connection between brand loyalty and the perceptions of dairy products among a different partner of participants meticulously (Pallathadka *et al.* 2022). The orderly show of results in even form, joined by suitable statistical measurements, effectively conveys the profound impact that brand loyalty applies on individuals' associations with and preferences for dairy products.

Table 2: One-way ANOVA analysis
(Self-developed)

	Neutral	Strongly disagree	Disagree	Strongly agree	Agree		
1.To what extent do you agree that your brand loyalty towards specific dairy products influences your repeat purchases?	23	92	88	137	264	604	All values are absolute values
2.Do you feel more positively about dairy products when you are loyal to certain brands?	63	111	87	273	70	604	
3.How likely are you to make repeat purchases of dairy products from brands you are loyal to?	183	104	73	63	181	604	
4. To what extent does brand loyalty influence your preference for specific dairy product brands over others?	31	96	282	141	54	604	
5.How much does your perception of value from dairy products influence your willingness to pay a premium price for them?	84	91	312	40	77	604	
6.Do you find that the marketing efforts of dairy product brands influence your decision to be loyal to them?	33	29	79	176	287	604	
7.Are you willing to pay a higher price for dairy products from brands you are loyal to, compared to other brands?	53	82	87	308	74	604	
1.To what extent do you agree that your brand loyalty towards specific dairy products influences your repeat purchases?	3.81	15.23	14.57	22.68	43.71	100.00	All values are in Percentage
2.Do you feel more positively about dairy products when you are loyal to certain brands?	10.43	18.38	14.40	45.20	11.59	100.00	
3.How likely are you to make repeat purchases of dairy products from brands you are loyal to?	30.30	17.22	12.09	10.43	29.97	100.00	
4. To what extent does brand loyalty influence your preference for specific dairy product brands over others?	5.13	15.89	46.69	23.34	8.94	100.00	
5.How much does your perception of value from dairy products influence your willingness to pay a premium price for them?	13.91	15.07	51.66	6.62	12.75	100.00	
6.Do you find that the marketing efforts of dairy product brands influence your decision to be loyal to them?	5.46	4.80	13.08	29.14	47.52	100.00	
7.Are you willing to pay a higher price for dairy products from brands you are loyal to, compared to other brands?	8.77	13.58	14.40	50.99	12.25	100.00	

The survey was completed by 604 participants. The data is organised into 7 sections, each corresponding to a set of questions or statements with the associated responses.

Section 1: To what extent do you agree that your brand loyalty towards specific dairy products influences your repeat purchases?

This section mainly presents the responses on a 5-point scale ranging from Disagree Strongly to Strongly Agree. The total number of responses for each option is presented, with a sum of 604 respondents. The values are listed below.

- Agree: 264 (43.71%)
- Strongly Agree: 137 (22.68%)
- Disagree: 88 (14.57%)

- Neutral: 23 (3.81%)
- Strongly Disagree: 92 (15.23%)

Section 2: How likely are you to make repeat purchases of dairy products from brands you are loyal to?

This section mainly shows the distribution of responses for each statement in terms of percentages. The values which are below mainly indicate the percentage of respondents who chose each agreement level:

- Agree: 70 (11.59%)
- Strongly Agree: 273 (45.20%)
- Disagree: 87 (14.40%)
- Neutral: 63 (10.43%)
- Strongly Disagree: 111 (18.38%)

Section 3: Do you feel more positively about dairy products when you are loyal to certain brands?

This section mainly presents responses to statements about brand loyalty and behaviour. The responses are provided in absolute numbers and as percentages:

- To what extent does brand loyalty influence repeat purchases:
- Strongly Agree: 63 (10.43%)
- Agree: 181 (29.97%)
- Neutral: 183 (30.30%)
- Strongly Disagree: 104 (17.22%)
- Disagree: 73 (12.09%)

Section 4: To what extent does brand loyalty influence your preference for specific dairy product brands over others?

This section mainly displays the distribution of responses for the statements which are mentioned in Section 3, in terms of percentages:

- Strongly Agree: 141 (23.34%)
- Agree: 54 (8.94%)
- Neutral: 31 (5.13%)
- Strongly Disagree: 96 (15.98%)
- Disagree: 282 (46.69%)

Section 5: Are you willing to pay a higher price for dairy products from brands you are loyal to, compared to other brands?

This section mainly presents responses about the influence of perceived value on willingness to pay a premium price for dairy products. The responses are provided below in absolute numbers and as percentages:

- How much does perception of value influence willingness to pay:
- Strongly Agree: 40 (6.62%)
- Agree: 77 (12.75%)
- Neutral: 84 (13.91%)
- Strongly Disagree: 91 (15.07%)

- Disagree: 312 (51.66%)

Section 6: How much does your perception of value from dairy products influence your willingness to pay a premium price for them?

This section mainly shows the distribution of responses for the value and price influence statement, in terms of percentages:

- Strongly Agree: 176 (29.14%)

- Agree: 287 (47.52%)

- Neutral: 33 (5.46%)

- Strongly Disagree: 29 (4.80%)

- Disagree: 79 (13.08%)

Section 7: Do you find that the marketing efforts of dairy product brands influence your decision to be loyal to them?

This section mainly presents responses regarding the influence of marketing efforts on brand loyalty and willingness to pay a higher price for loyal brands. The responses are provided in absolute numbers and as percentages:

- Do marketing efforts influence decision to be loyal:

- Strongly Agree: 308 (50.99%)

- Agree: 74 (12.25%)

- Neutral: 53 (8.77%)

- Strongly Disagree: 82 (13.58%)

- Disagree: 87 (14.40%)

Table 3: Survey questions
(Self-developed)

SUMMARY

The solid agreement among respondents features the predominant confidence in the potential health advantages of dairy consumption, supporting the discernment that dairy products can add to a balanced diet and overall, well-being. Dairy brands that effectively impart and line up with these health-cognizant feelings stand to speak to a huge portion of consumers who focus on their prosperity, possibly impacting brand loyalty and buy decisions.

CONCLUSION

All in all, the knowledge and responses collected from 604 respondents highlight the many-sided connection between brand loyalty, consumer conduct, and health discernments inside the dairy products market. The overwhelming agreement in regards to the impact of brand loyalty on purchasing decisions stresses its focal job in moulding consumer decisions. Besides, the connection between great product quality, customer satisfaction, and brand loyalty features the requirement for dairy organisations to focus on greatness to encourage getting through associations. The affirmation of dairy's potential health benefits further underlines its importance in consumers' lives. These discoveries all in all deal significant experiences for dairy organisations expecting to improve brand loyalty, engage customers, and flourish in a cutthroat market while adding to consumers' prosperity. **The study's diverse investigation of brand loyalty, purchasing conduct, and health discernments gives a comprehensive viewpoint, filling in as a compass for strategic decision-production inside the unique dairy industry.**

LIMITATIONS AND FUTURE SCOPE

In the market for dairy products, there has not been a lot of study done on the influence of brand loyalty on consumer purchasing patterns. The reason for this is that customers can only be devoted to a single brand when they are extremely satisfied with not only the use of the product but also its quality, price, prompt availability, brand recognition, and other related factors. The consumers still have to deal with many inconsistencies in order to find the dairy products they want at an affordable price, and marketers are still unable to capitalize on these untapped regions, or locations, where this is the case.

In the market for dairy products, where products frequently have ties to particular locations or nations, consumers may associate origin and quality. Cultural quirks have an impact on how people perceive reliability and authenticity, which affects brand loyalty in a number of markets. Businesses can modify their strategies to appeal to that cultural sensibilities of their target audience by understanding how these cultural factors relate to brand loyalty. There should be additional elements that influence brand loyalty from the standpoint of the consumer. There may have been a lot of research on the way consumers buy dairy products in the past, but there are still some components that are lacking, and marketers are still trying to identify what these missing components are. Marketers must understand consumer perceptions and the driving forces behind brand loyalty.

GAP

Even though there may have been a lot of research done in the past to understand how consumers make purchasing decisions regarding dairy products, there is still a gap that the marketers are lagging behind in filling in. **Marketers need to comprehend how consumers think of products and why some customers are devoted to particular brands.**

INPUT

ADDED AS A RESEARCHER

From the researcher's side much useful and informative information related to subject matter has been added which in turn will give a clear knowledge about how the brand is affecting the customer's buying behaviour in the dairy market.

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APPENDIX

QUESTIONNAIRE

DEMOGRAPHIC QUESTIONS:

1.Age:

- 18-24
- 25-34
- 35-44
- 45-54
- 55 and above

2.Gender:

- Male
- Female
- Other

3.Education Level:

- High School or Below
- Some College/Associate Degree
- Bachelor's Degree
- Master's Degree

- Doctorate or Professional Degree

QUESTIONS FOR HYPOTHESES:**NUMBER OF RESPONDENTS**

0- Neutral, 1- Strongly disagree, 2- Disagree, 3- Strongly agree, 4- Agree

All values are absolute values

						TOTAL
	Neutral	Strongly disagree	Disagree	Strongly agree	Agree	
1.To what extent do you agree that your brand loyalty towards specific dairy products influences your repeat purchases?	23	92	88	137	264	604
2.Do you feel more positively about dairy products when you are loyal to certain brands?	63	111	87	273	70	604
3.How likely are you to make repeat purchases of dairy products from brands you are loyal to?	183	104	73	63	181	604
4. To what extent does brand loyalty influence your preference for specific dairy product brands over others?	31	96	282	141	54	604
5.How much does your perception of value from dairy products influence your willingness to pay a premium price for them?	84	91	312	40	77	604
6.Do you find that the marketing efforts of dairy product brands influence your decision to be loyal to them?	33	29	79	176	287	604
7.Are you willing to pay a higher price for dairy products from brands you are loyal to, compared to other brands?	53	82	87	308	74	604

**All values are in
Percentage**

1.To what extent do you agree that your brand loyalty towards specific dairy products influences your repeat purchases?	3.81	15.23	14.57	22.68	43.71	100.00
2.Do you feel more positively about dairy products when you are loyal to certain brands?	10.43	18.38	14.40	45.20	11.59	100.00
3.How likely are you to make repeat purchases of dairy products from brands you are loyal to?	30.30	17.22	12.09	10.43	29.97	100.00
4. To what extent does brand loyalty influence your preference for specific dairy product brands over others?	5.13	15.89	46.69	23.34	8.94	100.00
5.How much does your perception of value from dairy products influence your willingness to pay a premium price for them?	13.91	15.07	51.66	6.62	12.75	100.00
6.Do you find that the marketing efforts of dairy product brands influence your decision to be loyal to them?	5.46	4.80	13.08	29.14	47.52	100.00
7.Are you willing to pay a higher price for dairy products from brands you are loyal to, compared to other brands?	8.77	13.58	14.40	50.99	12.25	100.00