

“An Exploration of Brand Recall and Recognition and its effect on Customers Loyalty for Private Label Brands in Karnataka.”

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Abstract:

Branding is the important ingredient in a successful business and which adds to the strategic content of the firm in differentiating it with the others. The study aimed at evaluating the relationship between brand recall, brand recognition and customers loyalty in Karnataka. The study conducted with the objective to analyze the influence of brand recall and brand recognition on customer's loyalty and the influence of brand recall on brand recognition. The study included 126 valid responses and used liner regression as a statistical tool. The result showed that there was an influence of brand recall and brand recognition on customers loyalty and the brand recall showed significant influence on brands recognition in study area.

Keywords: Customer Loyalty, Brand recall, brand recognition, Branding, brand knowledge, etc.,

Introduction

The brand plays an important and vital role in developing the intention among the customers in deciding or referring the brands to other to go for purchase for any given moment. The brands are highly considered in the purchase set at the time of evaluating the brands on the basis of alternatives identified in process of buying which are very specific to the customer's choice of selecting them. Due to the tremendous growth identified in the field of retail sector in India the scope for private label brands are growing. It is been observed that the growth in the income among the women segment who are in working class, incomes which has been disposed properly, the credit facility on ease basis, pricing along with the quality and the media interference in influencing the retailers to go for their own brands and positioning them properly (Namita Rajput et al, 2012). (J. Joshua Selvakumar & Varadharajan, 2013) the growth found in the Indian retail sector with high control over supply chain which is making private labels to compete with national brands and helping the retailers in developing their own brands. The brand recall and the recognition which are the elements of brand awareness (Keller. 1993) are been a predictor of customers loyalty.

Literature Review:

Brand Recall, Recognition, and customer Loyalty.

The brand recall and the recognition are the elements found to have influence on the knowledge that the customers hold towards the brands and the same leads to the loyalty among the customers (Alexandra Zaif, 2016). The awareness developed on the basis of the recall and the recognition of the brands has an influence on intention of the customers to by the brands an untimely leads to the customers loyalty and creates a positive effect among the relationship (Hsin Kuang Chi et al, 2009). (Nazir Souiden & Frank Poms, 2009) research conducted on the automobile customers showed that the brand recall influenced the brand image and the customer's loyalty for the brands. Zeithaml et al (1996) the customer's loyalty turns in the intention to buy the brand, intention buy the same brand in the future and the intention of referring the brands to others.

Hence it is been observed that the brands recall and the recognition are the variables found to have an influence on customers loyalty. The research also aimed at understanding the relationship between brand recall and brand recognition.

Research Gap:

The research found that the gap exist in identifying the effect on customers loyalty on the basis of brand recall and recognition along with the influence of brand recall on brand recognition. It is been also found that no attempt is made in identifying the same for customers of Karnataka.

Objectives:

1. To analyse the relationship between Brand recall and brand recognition with customer’s loyalty in private label brands.
2. To analyse the relationship between Brand recall and brand recognition in private label brands.

Research Questions:

- R1: Dose the relationship exists between private label brand recall as independent variable and customer’s loyalty as dependent variable for private label brands.
- R2: Dose the relationship exists between private label brand recognition as independent variable and customer’s loyalty as dependent variable for private label brands.
- R2: Dose the relationship exists between private label brand recall as independent variable and brand recognition as dependent variable for private label brands.

Research Hypothesis:

- H1: *There is a significant impact of private label brand recall on customer loyalty*
- H2: *There is a significant impact of private label brand recognition on customer loyalty*
- H3: *There is a significant impact of private label brand recall on brand recognition.*

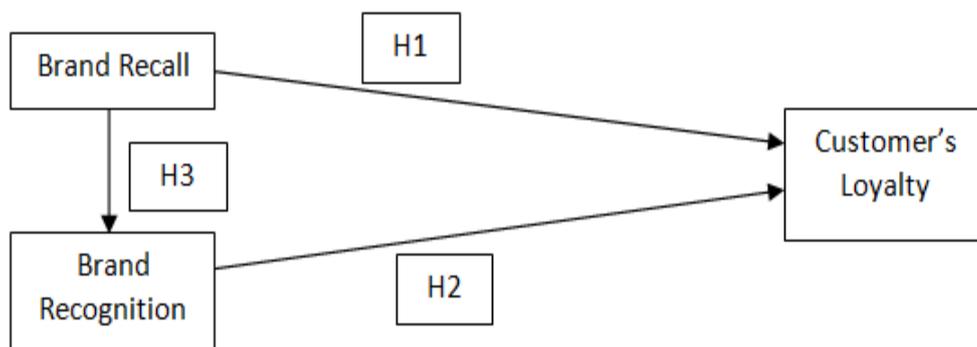


Fig1: Research Frame Work

Research Methodology:

The study required descriptive research design and the main aim of the study was to evaluate the relationship between brand recall, recognition and customers loyalty for the private label brands in Karnataka. The data was collected through structured questionnaire which was collected on the online platform using Google form and was circulated in North part of the Karnataka state which fetched 126 responses. The secondary data collected from different published materials from different sources. The questions used in the eliciting information from the respondents and used in the questionnaire were from articles of Yoo, B., & Donthu, N. (2001) and Atilgan et al. (2005) and the question for customers loyalty were from Zeithaml et al (1996). The data is been analyzed by using SPSS 16 software along with the reliability test conducted using Croanbach Alpha and all found to have scores more than 0.7 which are considered for further analysis. To analyze the relationship between the variable simple leaner regression is been used.

Result and Discussion:

Reliability Test: the consistence internally among the items found to have more than 0.7 on the basis of the Croanbach Alpha test.

Variable	Items	Cronbach’s alpha
Brand Recall	3	0.808
Brand Recognition	3	0.802
Customers Loyalty	4	0.767

KMO and Bartlett's Test:

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.862
Bartlett's Test of Sphericity	Approx. Chi-Square	508.986
	df	45
	Sig.	.000

To identify the sample adequacy the Kaiser Meyer Olkin (1997) been used and it suggests that value above 0.8 can be considered a great value and to know the multivariate normality Bartlett's test for Sphericity (1954) used and also found to have significant which is bellow 0.5 significance level.

H1: *There is a significant impact of private label brand recall on customer loyalty*

Model Summary				
Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.504 ^a	.254	.248	.902
a. Predictors: (Constant), Brand_Recall				

ANOVA^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.367	1	34.367	42.217	.000 ^a
	Residual	100.942	124	.814		
	Total	135.309	125			
a. Predictors: (Constant), Brand_Recall						
b. Dependent Variable: CustomerLoyalty						

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.486	.356		6.979	.000
	Brand_Recall	.615	.095	.504	6.497	.000
a. Dependent Variable: CustomerLoyalty						

The above data observed the relationship between brand recall and customers loyalty for private label brands on the basis of the data collected from 126 respondents. The model is fit in nature and R square value 0.254 shows that the brand recall has 25.4% variation is been explained towards customers loyalty. The coefficient Beta ($\beta=.504$, $p < .05$) found to be significant and it is been noted that the brand recall has a significant and positive influence on customers loyalty.

H2: *There is a significant impact of private label brand recognition on customer loyalty*

Model Summary				
Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.497 ^a	.247	.241	.907
a. Predictors: (Constant), Brand_Recognition				

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.409	1	33.409	40.655	.000 ^a
	Residual	101.900	124	.822		
	Total	135.309	125			
a. Predictors: (Constant), Brand_Recognition						
b. Dependent Variable: CustomerLoyalty						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.526	.357		7.083	.000
	Brand_Recognition	.614	.096	.497	6.376	.000
a. Dependent Variable: CustomerLoyalty						

The above data observed the relationship between brand recognition and customers loyalty for private label brands on the basis of the data collected from 126 respondents. The model is fit in nature and R square value 0.247 shows that the brand recognition has 24.7% variation is been explained towards customers loyalty. The coefficient Beta ($\beta=.497$, $p < .05$) found to be significant and it is been noted that the brand recognition has a significant and positive influence on customers loyalty.

H3: *There is a significant impact of private label brand recall on brand recognition.*

Model Summary					
Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.604 ^a	.365	.360		.674
a. Predictors: (Constant), Brand_Recall					

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32.348	1	32.348	71.199	.000 ^a
	Residual	56.337	124	.454		
	Total	88.684	125			
a. Predictors: (Constant), Brand_Recall						
b. Dependent Variable: Brand_Recognition						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.421	.266		5.340	.000
	Brand_Recall	.597	.071	.604	8.438	.000
a. Dependent Variable: Brand_Recognition						

The above data observed the relationship between brands recall and brand recognition for private label brands on the basis of the data collected from 126 respondents. The model is fit in nature and R square value 0.365 shows that the brand recall has 36.5% variation is been explained towards customers loyalty. The coefficient Beta ($\beta=.604$, $p <.05$) found to be significant and it is been noted that the brand recall has a significant and positive influence on brand recognition.

Discussion and Conclusion:

The study conducted revealed that there exists the relationship between the variables used in the study i.e. brand recall, brand recognition and customers loyalty. The Hypothesis 1 used to study the relationship between brand recall and customers loyalty which found to have a significant influence on customers loyalty. The hypothesis 2 used in identifying the relationship that exist between brand recognition and customers loyalty and found to be significant and hypothesis 3 was to know the relationship of brand recall and brand recognition which showed that the brand recall was influencing brand recognition for private label brands in study area.

Managerial Implications:

The study can be used by the retailers and the managers strategically in developing the loyalty for the brands in private labels segments. The study also helps in developing brand recall and recognition among the targeted customers in different regions of Karnataka state.

Future line of study:

The present study aimed and used only brand recall and recognition in developing customer's loyalty. The field also gives an indication that even there other variables in developing the customer's loyalty which can be used for the future study in adding to the present field of knowledge.

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