

A REPORT ON BRAND LOYALTY AMONG YOUTH

Submitted in partial fulfillment of the requirements for the award of

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by

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SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

**Accredited with Grade “A++” by NAAC I 12B Status by UGC I CATEGORY - 1
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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **SYLVESTER D (42410063)** who has done the Project work entitled “**A REPORT ON BRAND LOYALTY AMONG YOUTH**” under my supervision from SEPTEMBER 2023 to DECEMBER 2023.

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DECLARATION

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EXECUTIVE SUMMARY

According to studies, 73% of youth consider brand loyalty an important factor as a part of consumer behaviour. This pattern of brand loyalty among youth has evolved greatly over the 21st century due to the advancement of marketing strategies, brand awareness and all the related factors of consumer behaviour. Brands involve in a marketing mix and exploit all their resources to retain their customers. This has also been proved effective over the years.

Youth being financially dependent for an economic source and at the same time make decisions based on both internal and external factors like Peer pressure, Promotions and all related factors. Brand loyalty is a matter of pride amidst all influencing factors for the youth of the current era. This paper takes a detailed analysis based on the generic product interest of youth like Electronics, Clothing, etc., respectively.

Studies also reflect that youth are rational enough on consumer behaviour and not all promotional tools play a major role of influence in their buying patterns. Further findings also show the concentration towards loyalty on concentrated products. The trend is dynamic and keeps changing accordingly. Brands also have been updating themselves to satisfy their customers according to their needs and wants. With developing competition and market growth to be relevant in the market every brand has to take all the necessary steps to retain their customers, most importantly youth because they are the major population of the country at the same time the biggest buying group of population too.

In this paper we would be focusing on all the indicators of influence towards brand loyalty and the generic product which has more loyal customers and the reason for it. Further we would arrive at conclusions based on the analysis of data from actual youth and their response to being brand loyal.

CHAPTER 1 : INTRODUCTION

In today's world marketing has played a very important role in influencing every product we use in our day-to-day life. Certain products have marketed themselves so well that the product has resurfaced its name with the brand name. In such a commercial world using expensive brands is a matter of pride irrespective of the economic conditions of the youth and an inferiority is created on cheaper brands automatically. Marketers have used this pattern of buying behaviour to attract customers using several different strategies to make them feel the superiority of using particular brands and have also been successful in doing so.

Brand loyalty can be defined as the positive feelings towards a brand and dedication to purchase the same product or service repeatedly, regardless of a competitor's actions or changes in the environment. This can also be demonstrated through other behaviours such as positive word-of-mouth. Corporate brand loyalty is the practice of a customer consistently and unwaveringly purchasing goods from one manufacturer over other sellers. Loyalty implies commitment and should not be confused with habit, which is less than emotional attachment and commitment. Businesses whose financial and ethical values, for example Environmental, Social and Corporate Governance and its responsibilities, rest in large part on their brand loyalty are said to use the loyalty business model.

The 21st century has come a long way in the marketing and branding scenes that there is a several million-dollar industry revolving around it to guide and assist brands in designing and implementing the right strategy to capture the market share at the same time get a loyal customer base through the whole process. Several corporate companies invest in this sort in order to keep thriving in the industry and also have more relevance with the public. Some of the popular branding agencies in India are Wow makers, Arts creative consultancy, Agency and Brand provoke which are some of the big names in the industry. These companies base themselves in a particular city and work for companies all over the world through a network of digital and human resources all over the world. The core services of these branding agencies are:

- Corporate Identity Creation

- Brand Structuring
- Digital and Direct Marketing
- All-round Brand Management

and all related services in order to present a brand to the public in order to help a company's growth and development at the same time in the creation of brand value for the Company.

Youth nowadays have a rational and a clear idea of brand loyalty towards each and every product. Let us now discuss elaborately the brand loyalty of youth based on the generic products:

- Mobile phones

In this digital world mobile phones have become a necessity for every person.

Statistically over 90% of youth of the current generation have access to mobile phones because it has become a very important part of their life. Qualitative data based on the market standings of mobile phones are: More than 69% of youth involved in product research before becoming a loyal customer of the brand. The mobile brands equally have been involved in 2/3rd of the sponsored advertisements. This shows that both customers and brands are interdependent on each other with regard to this consumption pattern. From the point of view of youth there has been a never-ending debate of whether iOS and iPhone is better over AndroidOS and the phones running using the OS is better. This shows the brand loyalty of youth towards the brand of their choice. Hence brand loyalty towards mobile phones has been superior over other consumer patterns and brand loyalties.

- Cosmetics.

In this competitive market, the cosmetic industry has redefined itself through several dimensions. New products emerge everyday giving consumers a wide range of choice. Starting from a new born kid to ageing people cosmetic brands have introduced several products. Ranging from pure ayurvedic cosmetics to the ones with chemicals loaded in it people keep consuming it on a regular basis. Based on the economic ranges cosmetic products are available to all the section of people. Despite these conditions, there is a

stereotype that cosmetics is a female oriented product. But according to studies, findings indicate that brand loyalty has no significant association with gender and domiciles of users of cosmetic products. Similarly, the statistically independent variables are the annual expenditure on cosmetic products and the youth's place of residence. Hence we learn that irrespective of gender brand loyalty towards cosmetics is very dynamic and does not have constant brand loyal consumers.

- Clothing and Accessories

One of the basic needs and a necessity of every consumer is clothing and accessories. The brand loyalty towards this industry is infectious because the satisfaction of consumption is greater with respect to this industry. When a brand suits a person well and adheres to their taste and preference, Size and price range the consumer automatically would come back. On a normal consumer level price ranges of clothing is on the same average hence gives access to the people of all sections to choose the brand of their choice. Statistically, 74% youth consider being loyal to a clothing brand based on the price range which proves that economic conditions play a role in the brand loyalty towards a brand.

- Food products

The brand world of today emerged around FMCG product which had food products as a face of it. From beverages to snack items, quick bites, etc., the consumption of food products have reached every nook and corner of the nation. Companies like ITC, HUL, Parle have based themselves based on these food products. In spite of the health hazard due to these products majority of the youth tend to be loyal to brands of their interests very frequently. This sector also has a huge loyal customer base.

In a nutshell, youth have shown their loyalty towards a various range of products based on several factors that lead them towards a product in the long run. The patterns are coincidentally very similar among youth. This maybe due to the age similarities of the universe of research based on the hypothesis. The brand world also works, innovates and re-innovates itself to retain it's loyal customers and hold a majority of the market share. The reaction of the youth stands as an important

metric for them to evaluate their success in every process of the brand's growth and development. In the following segment let us see the various factors that lead the youth towards being loyal to a brand and its importance, The factors are:

- Quality
- Price
- Satisfaction
- Customer relationship
- Trustworthiness

Let us discuss these factors that lead youth to being loyal to a brand in detail.

- Quality

Product Quality covers the features, aroma, aesthetics and characteristics of a product that allows for satisfying definite or inferred needs of customers. It can be further explained as the fitness of use of the conformance to the requirement of customers. The reason perceived quality was included was because quality becomes an important framework when choosing which brand to buy. According to my opinion, the importance of a product brand can be seen primarily in its impact on consumers choice and their loyalty towards the brand through identifying and differentiating quality. Therefore, the perceived quality and brand loyalty are contingent on each other because customers' perception of quality towards a product or service may enhance their loyalty towards a brand.

- Price

The price charged and the way it is displayed have a fundamental impact on the youth. Not only do prices determine the likelihood of purchase, but the way it is displayed and whether or not it is used for price promotions (sales promotions based on discounted prices) can also affect the loyalty of your customers. As earlier stated youth being economically dependent on someone makes them spend in a way it satisfies their indifference curve. Therefore value for money is a very important factor when it comes to brand loyalty among

youth. Therefore being the rational group of buyers, irrespective of the price of a brand can provide value for the same youth are more positive to being loyal to a brand.

- Satisfaction

Customer satisfaction is a psychological concept that involves the feeling of well being and pleasure that results from obtaining what one hopes for and expects from an appealing product/service. Customer satisfaction is “seen as an attitude-like judgment following a purchase act or a series of consumer product interactions”. Customer satisfaction depends on the product’s perceived performance relative to the buyer’s expectations. If the product’s performance falls short of expectations, the customer is dissatisfied. If performance matches expectations, the customer is satisfied. If performance exceeds expectations, the customer is highly satisfied or delighted. Because customers buy satisfaction, marketing managers must be constantly concerned with product quality. Quality means a product’s ability to satisfy a customer’s needs or requirements. Quality and satisfaction depend on the total product offering, in a study among youth, it points that although customer satisfaction and quality appear to be important for all brands, satisfaction is more important for loyalty in industries such as banks, insurance, food products and automobiles. According to my opinion highly satisfied customers will be brand loyal, remain customers longer, provide favourable word of mouth advertising, increase purchase of offerings and ultimately enhance sales. Therefore we can understand that customer loyalty is one of the considerable paths with which customer satisfaction about product or services received is expressed.

- Customer relationship

Customer relationship describes the ways that a company will engage with its customers to improve the customer experience. This includes reactively providing answers to short-term roadblocks as well as proactively creating long-term solutions that are geared towards customer success. Customer relationship is a very important factor amongst youth because they are of an age where they socialize with any stranger they meet. This stranger to

customer relationship is a bridge between retaining the youth to be a loyal customer or be a one time visitor. Several brands invest in getting the best of customer care to serve their customers in a better manner, understanding the importance of the same. Hence customer relationship is a vital key towards creating brand loyalty among youth.

- Trustworthiness

“Trust is an important factor in the development of marketing relationships and exists where the customer has confidence in a brand’s reliability and integrity. Accordingly, in order to trust a brand, consumers should perceive quality as a favourable object. Trust of a customer on a particular brand leads to brand loyalty that results in commitment and association of that customer with that brand which then creates highly valued exchange relationships. Commitment to loyalty of customers that results from brand trust is very important to continuously maintain value relationships with customers. Brand trust is the factor that makes the average consumer believe that the brand will fulfil its stated purpose. Brand loyal consumers are more willing to pay more for a brand because they perceive some unique value in the brand that other brands cannot provide. Therefore trustworthiness is also a key factor which leads youth to being loyal to a brand.

To sum things up, Brand loyalty among youth is a very important part of every brand’s marketing strategy. At the same time being the rational buyers among the consumer pattern youth have based their loyalty towards several brands with respect to each and every product they use established on certain factors and metrics which can be both internal factors and external factors. Brands also have focused on developing their youth customer base through several marketing strategies that may lead youth to use a particular brand.

From all this we can arrive at several hypothesis related to brand loyalty among youth and prove its validity based on expert opinion, youth’s reaction and the conclusive interpretation in the sections ahead.

CHAPTER 2 LITERATURE REVIEW

LITERATURE REVIEW

1.Elif A. Ergin et al (2005),

Carried on a research study with the view to determining brand loyalty among Turkish women with respect to skin-care products and enabling cosmetics players to penetrate to the Turkish market and to shape marketing strategies. The results showed that there is brand loyalty among Turkish women for cosmetic products.

2. Sondoh Jr., Stephen L et al (2007)

Investigated the effect of brand image benefits on satisfaction and loyalty of colour cosmetic products. The results revealed that the product image is useful, e.g., functional, social, experiential, and appearance enhancement are positively related to overall satisfaction, and loyalty intentions are significantly influenced by functionality and appearance enhancement.

3.Hamza Salim Khraim (2011),

Analysed, how brand loyalty to cosmetic brands affects consumers' purchasing behaviour. The results of this study show that brand loyalty factors, i.e., brand, product quality, price, design, sales promotion, service quality, and shopping environment, have a positive and significant relationship with cosmetic brand loyalty.

4.Yousaf, Usman et al (2012)

Tried to know brand loyalty and confirmed that brand loyalty, brand awareness, brand association, perceived quality and product knowledge are important in forming brand loyalty. The result of this

study showed that there is a positive relationship between brand credibility, brand awareness, brand associations, perceived quality, product knowledge (independent variables) and brand loyalty (dependent variables). It was also concluded that brand awareness has the greatest impact on brand loyalty and L'Oreal has more consumers than other brands.

4. Anjali Sharma et al. (2013),

Tried to study the influence of brand loyalty on the purchasing behaviour of consumers for beauty products and the aspects related to the purchase of cosmetics. Most of the respondents thought that quality is the most important thing when buying beauty products, followed by brand and price. However, a small group of women feel that packaging is a key factor in their decision making. The researchers concluded that these factors tend to lead to switching to other brands and that friends are the most effective comparison group.

5. K. G. Sankaranarayanan & Nandakumar Mekoth (2014),

found significant differences between cluster use and attitude. That analysis resulted in three clusters viz. average self-leaders, difficult other-oriented and occasional non-believers with various characteristics. In addition, body spray brands were found to differ between groups, and preference for face wash, shaving cream, and facial cream brands did not differ between groups. Surprisingly, heavy second drivers spent the least, while casual nonbelievers spent the most.

Oliver, (1999) Brand loyalty is "a deep commitment to consistently repurchase or repurchase a preferred product/service in the future, resulting in repeated purchases of the same brand or brands, despite situational influences and marketing efforts that may induce switching behaviour".

6. Aaker (1991),

brand loyalty reflects how likely a customer is to switch to another brand, especially if the price or product features of that brand change. Aaker also suggests that brand loyalty leads to brand equity, which leads to company profitability. Aaker divides brand equity into five categories of core assets: brand recognition, perceived quality, brand associations, brand loyalty and other proprietary brand assets.

7. Morgan and Hunt, 1994

The concept of loyalty is similar in meaning to relationship commitment, which is described in the relationship marketing literature as the constant desire to be valued in a relationship. This is especially true for service businesses, where increased loyalty can significantly increase profits.

8. Fornell, 1992

Loyalty is manifested in various forms of behaviour, the most common of which is recommending the service provider to other customers and frequent patronage of the service provider. Loyalty is a significant factor in long-term financial 32 The IUP Journal of Brand Management, Vol. XII, no 3, 2015 business results.

9. Weilbacher, 1993

Marketers are very concerned about brand loyalty, although the literature is confused about its importance and the relative influence of loyalty as a measure of brand relationship. The explosion of similar products makes it difficult to develop customer brand loyalty, and this has led to a decline in overall brand loyalty itself.

10. Giep and Moriarty, 2009

But despite disagreements about the details, the concept of brand loyalty is useful because it remains the best indicator of a successful and lasting brand relationship. The theory of brand loyalty is based on the continuum of acquisition and retention. The rule of thumb for brand loyalty is that it costs five to ten times more to acquire a new customer than to keep an existing one.

11. Gainer, 1993; and Eric and Mello, 2005

Gender differences have been observed in many marketing situations. Therefore, marketers use gender as an important segmenting variable when classifying a product or brand as male or female. They also use brands to convey different gender images, whether male or female. For example, Marlboro is considered a masculine brand, while Chanel is considered a feminine brand.

Furthermore, by including some gender cues in brands, marketers help consumers create implicit symbolic meanings to associate brands with their gender perceptions.

12. Moisescu, 2009

Brand loyalty is influenced by many factors such as advertising, distribution, availability, social class, demographics, etc. When creating brand loyalty marketing strategies, companies should focus on durable income and gender market segments; while for durable goods, they should be concerned with market segments based on age and education, as these demographic factors can significantly influence brand purchase intentions.

13. Ross and Harridine (2007)

A brand can be defined as: an identifiable product, service, person or place that is enhanced in such a way that the buyer or user sees the relevant unique added values that best meet their needs. Moreover, the ability to maintain these added values in the competition is behind its success.

14. Kwang-Ho, Minsung & Won-Moo, 2011

In short, Keller defined brand awareness as the ability to recognize a brand in different situations, adding that it consists of brand recognition and brand recall. He considered brand awareness to be important because it can increase the likelihood that the brand is part of the consideration and selection process, ultimately strengthening brand associations and resulting brand image. According to Gustafsson, various programs have been developed and implemented to increase customer loyalty. Most of these programs aim at operational and financial benefits for customers (eg: price discounts, coupons, mileage programs, etc.). However, these types of loyalty programs are necessary but not sufficient prerequisites for building multifaceted customer loyalty. Building customer loyalty requires a completely customized marketing strategy that varies for each different type of loyalty.

15. Strizhokoya, Coulter & Price, 2008

Perceptions and motivation together form the attitudes of people, which Hilgard can define as orientation and willingness to react in a predetermined way to related objects, concepts or

situations. Erdem and Swait argue that brands offer firms the opportunity to differentiate their product offering and provide consumers with information about the product, particularly quality and self-identity. According to Askegaard, in today's consumer culture, brands have also become an integral part of market interaction and the nuanced interaction of ideologies that structure social life. Thanks to modern access to high-end brands, consumers around the world make daily choices between buying branded and non-branded products.

16.Swait & Erdem (2007)

Research shows significant work that has linked consumers' use of brand quality and self-identity cues to higher sales and consumer loyalty. They argue that the more consumers use branded products as signals of quality and self-identity, the greater the importance of branded products. and the more brands are used as signals of quality and self-identity, the more brands will be purchased.

17.Ross & Harradine, 2004

According to Hite, the age at which a brand becomes relevant to young consumers is a cornerstone for marketers because it allows them to better predict the value judgments and purchase decisions that children will make and influence as they grow up. In addition, he suggests that decision-making skills develop in childhood, and other studies show that brand addiction occurs as early as two years of age. Although considerable research has been conducted on adult purchasing behaviour and branding, it is not appropriate to assume that this can be applied to younger consumers. The task of the marketer is to understand the role of children as consumers so that a long-term profitable relationship can develop in the future. The relationship between branding and customer loyalty has received more attention from marketers in recent years. It is in the best interest of the organization to maximize these high sales and profits by trying to build brand loyalty among very young consumers.

18.According to Jamal and Goode 2011,

Customers express themselves through the brands they like and have a preference and attachment to brands that better match their self-image. Therefore, they are likely to continue to repurchase such brands. A positive attitude towards a brand is formed when the consumer's self-image and

brand image are consistent. Similarly, Grubb and Grathwohl insist that customers enhance their self-concept by consuming psychological aspects of products. That relationship between the psychological fitness of consumers, i.e., affective attachment to brand communities and their positive attitudes, i.e. commitment to the brand community.

19.Khan (2013),

customer retention is the goal of any organization and rightly so

The main objective of relationship marketing strategies is to make customers commit to the organization for a longer period. The main strategy of customer retention is to make customers happy and if they are very satisfied, then to keep them. A retained customer is highly committed to the organization and the loyalty of a committed customer is always very high for a company. Commitment is one of the most important dimensions of brand loyalty, which creates trust in a company among customers. Also argued that it is important to develop the level of customer loyalty to keep them longer in the organization.

20.Kumar (2009)

It can be distinguished as the difference between the customer's perception and expectations. If there is a gap between the expectations and perceptions of the customer, the company must minimize these gaps, because the requirement for customer satisfaction is that the perception must be higher or at least equal to the expectations of the customer. Customer satisfaction has a different impact in an organization because it benefits the organization in developing a diverse customer base. In addition, the brand image of the organization is strengthened, and the company can increase its profits by positively influencing the purchasing behaviour of customers. Kumar (2009) argued that the original and greatest goal of an organization is customer satisfaction. When customers are satisfied, they engage with the company, and this instils trust in them. If a company can build trust with customers, they will not want to switch to another company. Customer satisfaction is the initial requirement of relationship marketing because the focus of a relationship marketing strategy is on maximum customer satisfaction. If the customers are satisfied, a relationship between the company and the customers is created and they want to stay with the company for a longer period of time.

21. Wiegandt, 2009

Customer brand loyalty does not arise by itself, because companies must pay for their high concentration to strengthen customer brand loyalty because it brings a sustainable advantage to companies. In this study, various elements of brand loyalty were evaluated, which significantly influence the development of the level of customer loyalty. All these elements strongly influence the dimension of brand loyalty and develop customer trust. Customer engagement is very important to have a strong impact on customer loyalty levels.

22. Martenson (2007)

He said that the goal of companies is to win the trust of customers, as this is one of the most important qualities in developing consumer brand loyalty. The buying propensity of customers thrives when they trust the brand and makes them commit to repeat purchases. Brand loyalty factors strongly influence customer satisfaction. Every customer wants to engage with a company that has a very high corporate image in the market. Customers believe that a company with a high reputation in the market has unique product quality or services that allow them to interact positively with the company. Pricing strategy and sales promotion also play an important role in attracting customers. It is very important for companies to determine the prices of products according to customer needs and demand. Loyal customers do not need promotional offers because they are already satisfied with the company's products and services, but for those customers who are not yet loyal, it is good to bring them closer to the company.

23. Huntgeburth, 2014

Brand loyalty factors are very effective in satisfying customers and protecting them from switching companies. Brand loyalty has a very strong effect on customer switching propensity, because loyal customers do not want to change companies because they are already satisfied with the organization's product and services. A satisfied customer does not want to change companies and is considered a strong obstacle to change. A loyalty program is an effective communication process for customers that creates regular contact with customers and at the same time acts as a strong change barrier for the company.

24. Belongea, 2011

Brand community managers must practice careful information management to ensure that all available information is reliable. Considering that trust has more influence than influence on brand community commitment and loyalty behaviour as found in this study, brand community managers should take precautions to increase trust in the brand community. Similarly, the brand community website and community user activities should be designed to build trust and influence within the brand community.

25. Elif A. Ergin et al (2005) conducted a study to determine brand loyalty among

Turkish women to provide access to skin care and cosmetic players to the Turkish market and change marketing strategies. The results showed that brand loyalty exists Among Turkish women regarding cosmetics.

26. Sondoh Jr., Stephen L et al (2007) investigated the impact of brand reputation benefits on satisfaction and Loyalty to a color cosmetic product. The results revealed that the product image has advantages, e.g., functional, social, experiential and appearance improvements are positively related to overall satisfaction and loyalty intention are significantly influenced by functionality and appearance enhancement.

27. Hamza Salim Khraim (2011) analyzed brand loyalty towards cosmetic brands

Influences consumer buying behaviour. The results of this study show that there are positive aspects to this and a significant relationship between brand loyalty factors namely brand name, product quality, Price, design, promotion, service quality and shopping environment with cosmetic brand loyalty.

28. Yousaf, Usman et al (2012) tried to find out brand loyalty and confirmed that brand credibility, brand Recognition, brand association, perceived quality and product familiarity are important in building a brand Loyalty The result of this study showed that there is a positive relationship

between brand credibility, It was also concluded that brand awareness is The biggest impact on the brand loyalty and consumers of L'Oreal is greater than other brands.

29. Anjali Sharma et al. (2013), sought to investigate the impact of brand loyalty on consumers Purchase behaviour of beauty products and aspects related to the purchase of cosmetic products. Most of the respondents thought that quality is the most important thing when making a purchase Beauty product followed by brand and price. But a small group of women experience compression a key factor in decision making. The researchers concluded that these factors are usually responsible. The most effective reference group for switching to other brands is friends.

30. K. G. Sankaranarayanan and Nandakumar Mekoth (2014) found a significant difference cluster use and attitude. That analysis resulted in three clusters viz. average self-leaders, difficult other-oriented and occasional non-believers with various characteristics.

In addition, body spray marks were found to differ by cluster and face mark.

Wash, shaving cream, and face cream did not differ between groups. A surprisingly difficult second wizard. They are said to spend the least, while casual unbelievers spend the most.

31. Boshoff and Du Plessis (2009)

In a competitive market, companies have increased efforts to implement customer retention strategies to maximize customer lifetime value. According to Deng, Lu, Wei, Zhang (2010), customer loyalty refers to customers' commitment to purchase brands or services continuously and repeatedly they want independently. Situational and marketing efforts to influence switching behaviour. For Cheng et al. (2011) customer satisfaction means creating and maintaining long-term relationships Customers.

32. Cheng et al. (2011) argued that it is cost effective

Keeping existing customers, not acquiring new ones. To this, the authors stated that the cost to develop a new customer is 5-9 times higher than the cost to maintain existing customers. This

shows that retailers need to retain loyal customers, because cost efficiency means good chances of survival and strong growth in the future.

33.According to Boshoff and du Plessis (2009), profits

Customer loyalty is that loyal customers are cheap Store, are price sensitive, feel free to spread the positive word. Word of mouth, always offering suggestions and always trying new products. Kim, Chung, and Lee (2011) include studies that indicated the effect of customer trust on e-commerce. Impact on customer confidence, no impact on transport costs, while customer satisfaction has a positive effect on trust and engagement.

34.Bellman, Lohse, and Johnson (1999) examined the relationship between demographic characteristics and personality of customers characteristics and attitude towards online shopping; they recognized it A customer's lifestyle effectively affects their attitude towards online shopping, and time-constrained customers tend to do so more. In online stores. Järvenpää, Tracinski and Vitale (2000) learned about building an e-commerce website and the reputation of the company in terms of risk perception, the customer trust and attitude and demand; they emphasized that there is a positive relationship with corporate reputation and consumer confidence and, as confidence strengthens, so does the perception of risks decreases.

35.Customer loyalty occurs when a customer buys a product or Services several times and have relevant factors Affect customer loyalty in online stores. Sri Pratminingsih, Christina Lipuringtyas and Tetty entered Belted Studies in International Journal of Trade, Economics and Finance, vol. 4, No. 3, June 2013 proved positive consumer attitudes toward goods and services companies.

36.Oliver has proposed four ascending brand-loyalty stages

According to the cognition–affect– conation pattern. The first stage is cognitive loyalty. Customers are loyal to a brand based on their information on that brand. Clients are faithful to a brand considering their data on that brand. The following stage is full of affective loyalty, which alludes to client. Enjoying or inspirational demeanours toward a brand. Thirdly step is cognitive intention or behavioural intention. It is a deep sense of obligation to proper shopping waiting This
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desire can trigger an unknown action. The last stage is operational loyalty, where customers switch the objectives of the activity. At this stage, customers face the action latency with a desire to overcome discouragements that a to buy.

37.Behavioural loyalty is customer willingness to continue a Relationship and repurchase the product. Attitudinal loyalty is The Level of the customer's attitudinal advocacy and psychological attachments to the service provider. Another Way to measure loyalty is using composite approach. This Approach argued that customer loyalty is regarded as an integration of behavioural measures (in the sense of exclusive purchase, hard-core loyalty, repeat purchase probability, share of category requirements, etc.) and attitude with reference to brand preference, liking, commitment, intention-to- buy. Rousseau, Sitkin, Burt, and Camerer, (1998); Singh Sirdeshmukh, (2000) suggested that in business, trust is one of the most relevant antecedents of stable and collaborative relationships.

38.Zeithaml, Berry and Parasuraman (1996) in their study suggested that the behavioural aspect of customer loyalty represents an actual repeated purchase of products or services involving the purchase of more and different products or services from the same company, I recommend the company others and reflect the probability of a long-term choice mark.

39.Gommans et al. (2001) defined e-loyalty as store loyalty. This also means that consumers visit stores Keep buying products from the same brand. He too Defines customer loyalty as the point at which a consumer demonstrates and repeats positive purchasing behaviour nature associated with the provider and they repeat it action continuously.

40. Anderson and Srinivasan (2003) argue that customer service is also important for electronic manufacturing companies for companies. To avoid difficulties in web design, they must have an attentive customer service system.

CHAPTER 3 RESEARCH DESIGN

3.1. PROBLEM STATEMENT

This study focuses on factors affecting brand loyalty among youth. Within the past few years, youth as a consumer group have been given more importance and several brands have surfaced themselves based on this universe. For years, marketing professionals have used different mediums to provide relationships and satisfaction to youth and improve their market standing. Brand Loyalty has fostered the growth of trusting relationships between youth and brands, making it increasingly important to provide the utmost satisfaction and support to maximize youth consumers. Consumer interaction and activities have an adverse effect on the functioning of a brand. These include the purchase power and behaviour based on the marketing strategies implemented by the company. Over the years marketing in ways appealing to the youth has worked well among all sectors and has become a huge success. Hence this study has tried to analyse the impact of both internal and external factors that lead towards the brand loyalty among youth.

3.2. OBJECTIVE OF THE STUDY

Before the 21st century the concept of brand loyalty did not have much importance and wasn't discussed as it is done by the youth of today. Being brand loyal has become a matter of pride and directly relates to the character traits of a person socially and psychologically. Hence the old pattern of choosing random products is no more a trend. Youth have created various benchmarks and proved to the consumer world the importance and advantages of the same. Addition to this, there is a whole new industry which emphasises on developing brand values and all the related aspects in the market.

Several studies are being done by brand experts and marketing researchers on this topic to prove various hypothesis. Through this research we would be proving certain relationships with respect to brand loyalty. They are as follows:

- To prove gender wise involvement towards brand loyalty.

- To determine the product wise brand loyalty.
- To determine the internal factors influencing youth towards brand loyalty.
- To determine the external factors influencing youth towards brand loyalty.
- To analyse the impact of economic condition towards brand loyalty.
- To analyse the impact of marketing strategies towards brand loyalty.
- To understand the likeliness of change of brand loyalty if price increases compared to competitors.
- To understand the likeliness of change of brand loyalty, if product is out of stock during purchase.
- To analyse the impact of celebrity endorsements in being loyal to a brand.
- To find out whether brand loyalty makes them ambassadors or influencers for the company among their social circles.
- To examine their attitudes towards critics and reviews posted about their favourite brand in various modes of communication.
- To find out whether brand loyalty makes them ambassadors or influencers for the company through social media.
- They analyse the acceptance of product differentiation of their favourite brands.
- To prove that brand loyalty is a matter of pride among youth.

- To examine the importance of constant marketing for retaining loyal customers.
- To arrive at conclusions based on the finding.

3.3. RESEARCH METHODOLOGY

3.3.1. SAMPLING DESIGN

A convenience sample is a non-probability sample in which a sample is drawn from a group of people who are easy to contact or contact. For example, standing in a mall or grocery store, people in today's world can do this by clicking on their mobile phones, so asking people to answer questions would be an example of convenience. This type of sampling is also called sampling or availability sampling. The sampling method has no criteria other than that people are available and willing to participate. In addition, this type of sampling method does not require simple random sampling because the only criterion is the consent of the participants to participate.

3.3.2. DATA COLLECTION METHODS

PRIMARY DATA COLLECTION

The primary data is related to the demographic profile of the respondents and satisfaction level of the respondents. This study focuses wholly on identifying the brand loyalty among youth. A primary survey was conducted using a structured questionnaire among 100 acquaintances. This research is qualitative in nature. The method of getting data is a survey, which is in the form of an online questionnaire.

SECONDARY DATA COLLECTION

The secondary data was useful for conceptual framework and review of literature. Further, the secondary data related to conceptual backgrounds, consumer reviews on brand loyalty among youth and previous studies related to the topic collected through reference books, journals, newspapers etc.

3.3.3. DATA COLLECTION TOOLS

GOOGLE FORMS

Google Forms is a tool that allows you to collect information from users through a personal survey. The data is automatically collected and combined into a spreadsheet. The table is filled with surveys and quiz answers.

Primary data collected through google forms. In this method questionnaire link was mailed and circulated in social media to the person concerned with a request to answer the questions and submit the questionnaire. This method is most extensively applied in proving the objectives of this research.

3.3.4 DATA ANALYSIS AND INTERPRETATION TOOLS

- Bar Graph
- Pie Chart
- Textual presentation

3.3.5. MARKETING METRICS TOOLS USED

- Chi square test

3.3.6. HYPOTHESIS

H0 : Null Hypothesis

- There is no significance difference in priority of being loyal for brands towards the purchase of product.
- There is no significance difference in such economic condition which will affect the brand loyal.
- There is no significance difference in marketing strategies of brand which leading for being brand loyal.
- There is no significance difference in impact which will affect the brand loyal because of online reviews and critics.

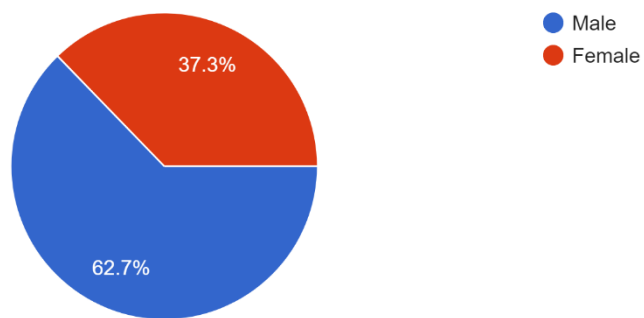
H1 : Alternate Hypothesis

- There is a significance difference in priority of being loyal for brands to purchase of product.
- There is a significance difference in situation which will affect the brand loyal because of economic condition.
- There is a significance difference in which marketing strategies has a huge impact for being brand loyal.
- There is a significance difference in which the brand loyal will have a impact by online reviews and critics.

CHAPTER 4 ANALYSIS AND INTERPRETATION OF DATA

CHART1:

Gender
102 responses



The brand loyalty among youth on the basis of gender is:

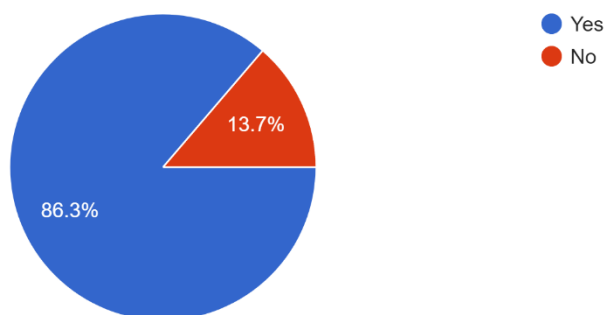
Male: 62.7%

Female: 37.3%

Interpreting this according to the perception of Brand Loyalty based on gender, there is a huge interest among men towards the topic. The same has been interpreted from the research.

CHART 2 :

Do you give priority to being brand loyal towards the product you buy?
102 responses

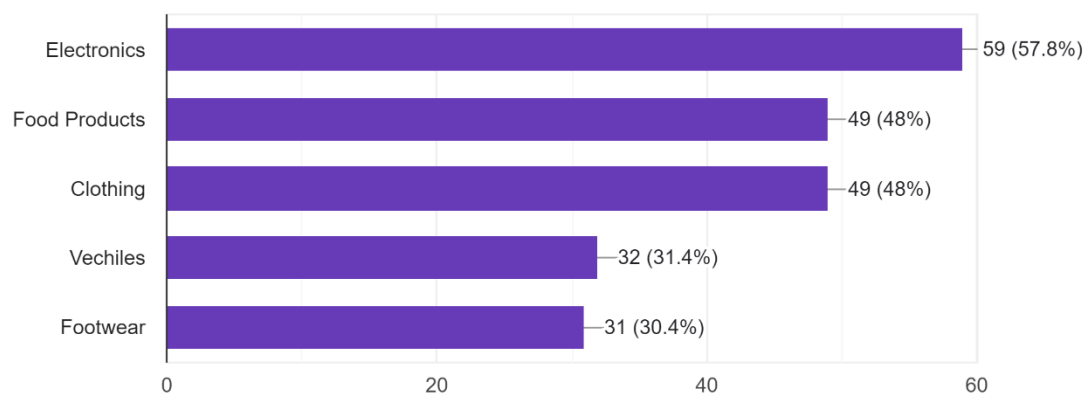


According to the respondents, 86.3% responded yes and 13.7% responded no to giving priority to being brand loyal. From this we interpret that a majority of the youth give priority to Brand Loyalty and that differs from person to person and product to product. Further the perception of Brand Loyalty lacks in a few youth due to lack of brand awareness.

CHART 3:

Out of the following items, Select the products you are most likely to be loyal to.

102 responses



According to the respondents, the products they are most likely to be loyal to are:

Electronics = 57.8%

Food products = 48%

Clothing = 48%

Vehicles = 31.4%

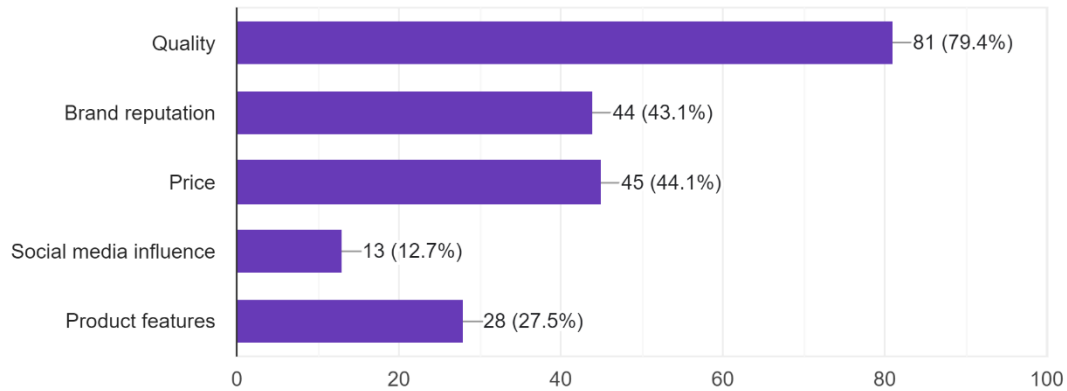
Footwear = 30.4%

According to studies, Youth involve in product research with respect to electronic gadgets. In the modern era food and clothing have achieved a similar status. There is a process of evaluating among alternatives happening and chooses the product.

CHART 4:

What are the factors that influence you to be loyal to a brand?

102 responses



According to the respondents, The factor that influences them to be most loyal to a brand are

Brand Reputation : 43.1%

Quality : 79.4%

Social Media Influence: 12.7%

Price : 44.1%

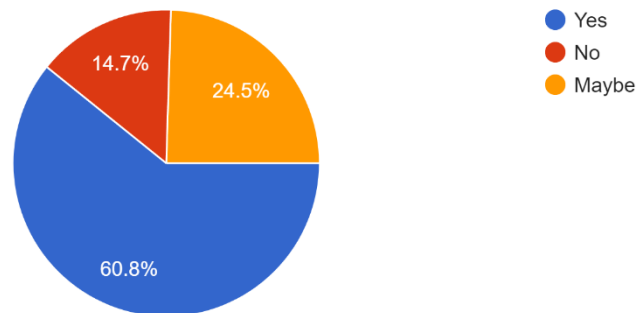
Product Features : 27.5%

Quality is the key aspect of any product or service's success. According to that statement all the related factors of Brand Loyalty are interdependent, interrelated and interconnected. Hence the same can be interpreted through this analysis.

CHART 5 :

Does your economic condition impact being brand loyal?

102 responses



According to the respondents the economic conditions impacts to Brand loyal

Yes : 60.8%

No : 14.7%

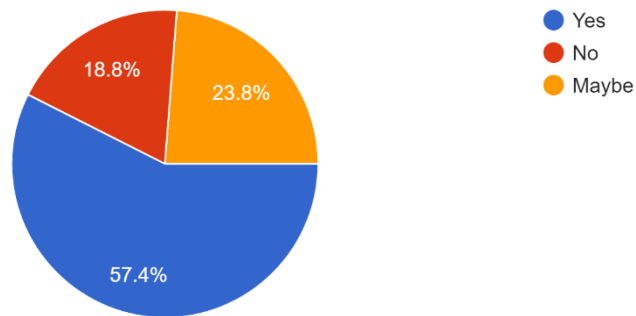
Maybe: 24.5%

Youth generally do not have a standard opinion and always have a middle ground in all situations. In several instances this is the case. Interpretation of the economic conditions, Brand loyalty mostly is in favour irrespective of the economic conditions of youth. Peer pressure plays an important role in influencing this factor of relationship between expenditure and brand loyalty.

CHART 6 :

Does the marketing strategies of a brand lead you to being loyal?

101 responses



According to the responses marketing strategies of a brand lead to being loyal are

Yes : 57.4%

No : 18.8%

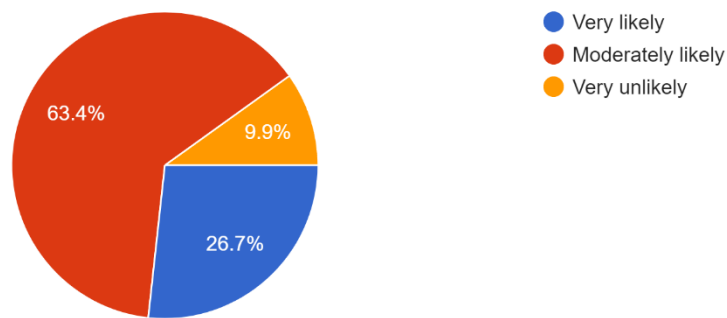
May be: 23.8%

According to several studies, Advertisement proved as an effective tool to attract youth customers rather than any other forms of marketing mix. Hence proper marketing strategies if implemented can attract youth to being loyal to a brand.

CHART 7 :

How likely are you to purchase another brand, if the prices of your favourite brand increases considerably to it's competitor?

101 responses



According to the respondents, The responses of the likeliness to purchase another brand, if the price of their favourite brand has increased are:

63.4% as Moderately Likely

26.7% as Very Likely and

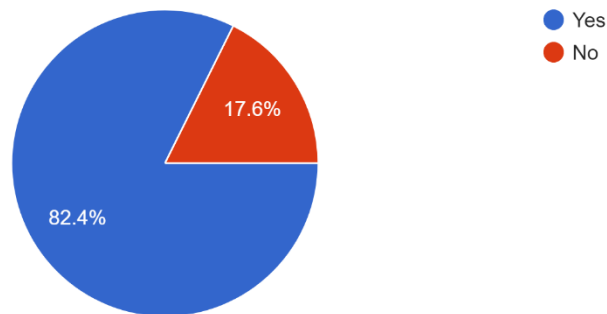
9.9% as Very Unlikely

As discussed above, about the opinion of youth the same interpretation applies to this analysis.

CHART 8 :

Does the reviews and critics posted online, newspaper or social media impact your loyalty towards your favourite brand?

102 responses

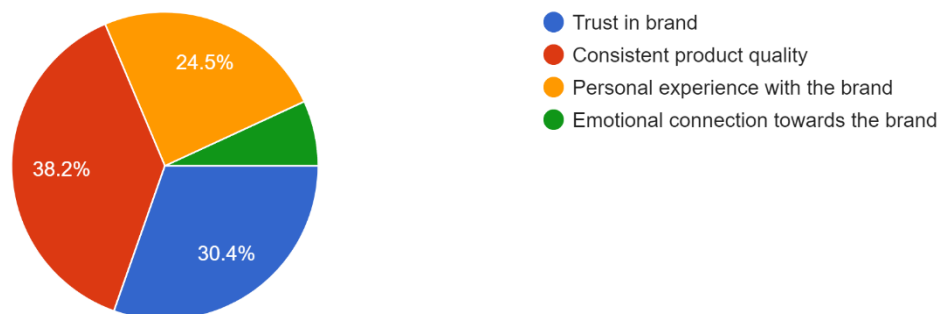


The majority of the respondents, 82.4%, indicated that reviews and critics posted online, in newspaper, or on social media do impact their loyalty towards their favourite brand. On the other hand, 17.6% stated that these reviews and critics do not influence their loyalty. This suggests that a significant portion of individuals consider external opinions when forming or maintaining brand loyalty.

CHART 9 :

What motivates you to remain loyal to a brand ?

102 responses



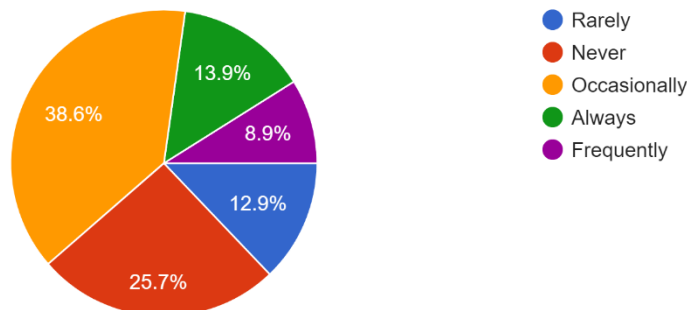
The survey results show that various factors contribute to brand loyalty among respondents. The

largest percentage, 38.2%, value consistent product quality as their primary motivator for loyalty. Following closely, 30.4% prioritize trust in the brand, while 24.5% base loyalty on their personal experiences with the product. A smaller percentage, 6.9%, indicated that an emotional connection towards the brand is their main motivation for remaining loyal. Overall, these results suggest that product quality and trust play significant roles in shaping brand loyalty for the majority of respondents.

CHART 10 :

How often do you follow or engage with your preferred brands in social media platforms?

101 responses

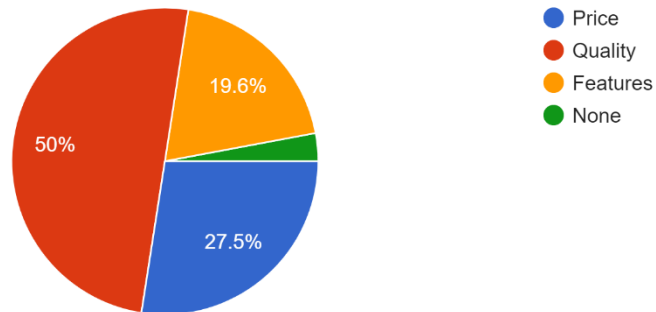


The survey reveals diverse engagement patterns with preferred brands on social media platforms. The largest group, 38.6%, indicated that they occasionally follow or engage with their preferred brands. Following this, 25.7% stated they never engage, while 13.9% reported always doing so. Additionally, 12.9% mentioned engaging rarely, and 8.9% engage frequently. These findings suggest a varied spectrum of social media interaction, with a significant portion engaging with their preferred brands on an occasional basis.

CHART 11 :

What made you to switch different brand for the same product or service ?

102 responses

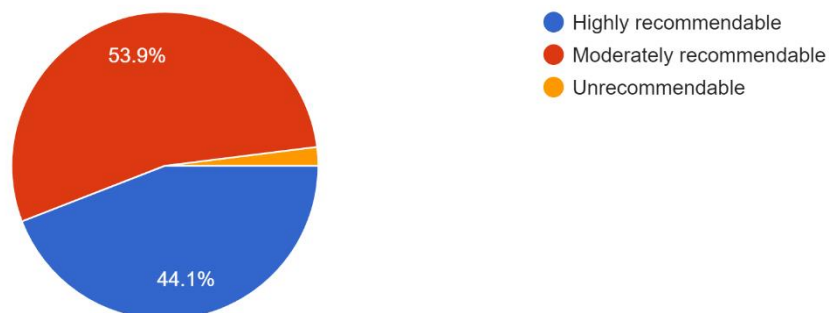


The majority of the respondents, 50%, indicated that a switch to a different brand for the same product or service was primarily motivated by concerns about quality. Following this, 27.5% mentioned price as a determining factor, while 19.6% cited features as the reason for the switch. A small percentage, 2.9%, reported that none of these factors led them to switch brands. This suggests that a significant number of individuals prioritize product quality when considering a change in brand, followed by considerations related to price and features.

CHART 12 :

How likely would you recommend the brands to others?

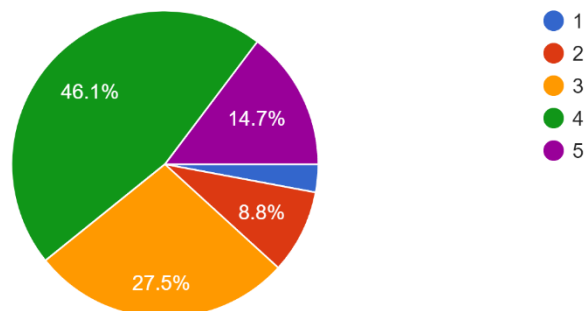
102 responses



The survey results indicate that a substantial portion of respondents, 44.1%, are highly likely to recommend the brands to others. A slightly larger majority, 53.9%, falls into the category of moderately recommendable. Only a small percentage, 2%, find the brands unrecommendable. Overall, this suggests that the majority of individuals surveyed have a positive inclination toward recommending the brands, with a significant proportion expressing a high likelihood of doing so.

CHART 13 :

On the scale 1 to 5, How likely are you to encourage product differentiation of your favourite brand?
102 responses

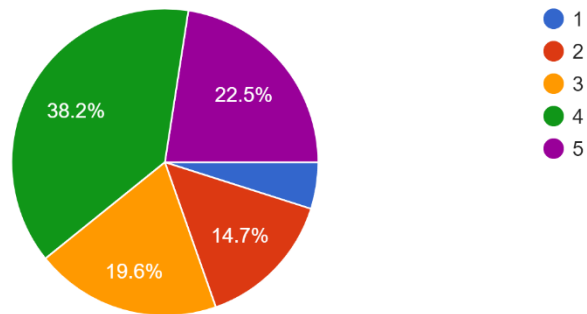


The responses indicate that a significant percentage, 46.1%, are quite likely (rating 4) to encourage product differentiation of their favourite brand on a scale of 1 to 5. Additionally, 27.5% gave a neutral response (rating 3), while 14.7% expressed a high likelihood (rating 5). Smaller percentages, 8.8% and 2.9%, gave ratings 2 and 1, respectively. Overall, the data suggests that a considerable portion of respondents is open to or supportive of encouraging product differentiation for their preferred brand. When customers trust a product, they would encourage the brand in all its initiatives. From the analysis we interpret that youth would support product differentiation of their favourite brand and encourage in its prospects.

CHART 14 :

On the scale 1 to 5, rate the importance of constant marketing for maintaining brand loyalty?

102 responses

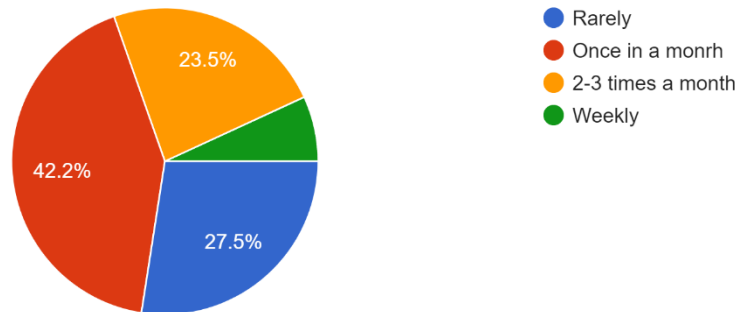


The responses indicate that a significant majority, 38.2%, consider constant marketing as highly important (rating 4) for maintaining brand loyalty on a scale of 1 to 5. Additionally, 22.5% gave a rating of 5, signifying even higher importance. Smaller percentages, 19.6% and 14.7%, provided ratings 3 and 2, respectively. Only 5% rated it as not important (rating 1). Overall, these results suggest that a substantial portion of respondents recognizes the significance of constant marketing in sustaining brand loyalty.

CHART 15 :

How frequently do you make purchase of a product or service in a typical month?

102 responses

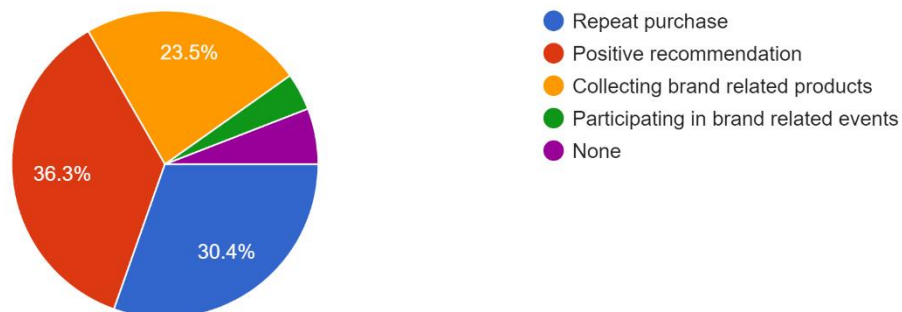


The survey results indicate diverse purchasing frequencies among respondents. The largest group, 42.2%, makes a purchase once a month, followed by 23.5% who make 2-3 purchases a month. A notable portion, 27.5%, reported making purchases rarely, while a smaller percentage, 6.8%, makes weekly purchases. This suggests that the majority of respondents engage in monthly or less frequent purchasing behaviour, with a significant number indicating occasional or infrequent buying patterns.

CHART 16 :

How do you typically express your loyalty towards your favourite brand?

102 responses



The survey results reveal various ways in which respondents express loyalty to their favorite brand. The highest percentage, 36.3%, does so by providing positive recommendations for the brand. Following closely, 30.4% express loyalty through repeat purchases. Additionally, 23.5% collect brand-related products, while a smaller percentage, 4.9%, participate in brand-related events. Another 4.9% reported that they do not express loyalty through any of these specified means. Overall, the findings suggest that positive word-of-mouth and repeat purchases are the most common expressions of brand loyalty among the respondents.

CHI-SQUARE TEST:

→ Crosstabs

[DataSet1]

Double-click to activate

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * Do you give priority to being brand loyal towards the product you buy?	103	100.0%	0	0.0%	103	100.0%
Gender * Does your economic condition impact being brand loyal?	103	100.0%	0	0.0%	103	100.0%

1 : NULL HYPOTHESIS (H₀):

Priority to being brand loyal toward the products that you buy has no impact on gender equality.

Gender * Do you give priority to being brand loyal towards the product you buy?

Crosstab

			Do you give priority to being brand loyal towards the product you buy?		Total
			0	1	
Gender	Male	Count	8	57	65
		Expected Count	8.8	56.2	65.0
		% of Total	7.8%	55.3%	63.1%
	Female	Count	6	32	38
		Expected Count	5.2	32.8	38.0
		% of Total	5.8%	31.1%	36.9%
Total	Count		14	89	103
	Expected Count		14.0	89.0	103.0
	% of Total		13.6%	86.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.248 ^a	1	.619		
Continuity Correction ^b	.040	1	.842		
Likelihood Ratio	.244	1	.622		
Fisher's Exact Test				.767	.414
N of Valid Cases	103				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.17.

b. Computed only for a 2x2 table

RESULT :

Here, the chi-square calculated value < chi square table value, SO ACCEPT NULL HYPOTHESIS. So it is clearly identified that brand loyalty of consumers towards the product has no impact on gender equality.

2: NULL HYPOTHESIS

Economic condition's impact on being loyal towards a brand has no impact on gender equality.

Gender * Does your economic condition impact being brand loyal?

Crosstab						
			Does your economic condition impact being brand loyal?			Total
			0	1	2	
Gender	Male	Count	7	38	20	65
		Expected Count	9.5	39.8	15.8	65.0
		% of Total	6.8%	36.9%	19.4%	63.1%
	Female	Count	8	25	5	38
		Expected Count	5.5	23.2	9.2	38.0
		% of Total	7.8%	24.3%	4.9%	36.9%
	Total	Count	15	63	25	103
		Expected Count	15.0	63.0	25.0	103.0
		% of Total	14.6%	61.2%	24.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.016 ^a	2	.081
Likelihood Ratio	5.245	2	.073
N of Valid Cases	103		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.53.

RESULT :

REJECT NULL HYPOTHESIS that the Economic condition has a impact of being loyal towards a brand which is based on the gender equality.

CHAPTER 5 FINDINGS

FINDINGS FROM THE SURVEY

1. Most of the respondents have a rational attitude towards marketing strategies leading most of the respondents to respond as 'Maybe' for impact of marketing strategies.
2. The result shows that more than 86.4% of the youth respondents give priority to brand loyalty and the rest 13.6% did not give priority to it.
3. The respondents have shown more brand loyalty towards electronics, clothing and food products compared to vehicles and footwear.
4. Most of the respondents prioritize Quality of the product followed by Brand Reputation, Price, and Product features.
5. The economic condition of youth has a significant impact which has made 61.2% of respondents to react as Yes and 24.3% of respondents as Maybe over 14.6% of the respondents responding No.
6. 63.7% of respondents are moderately likely to prefer other brands if the price of their favourite brand increases more than the competitors.
7. 50.5% of the respondents are most likely to switch the product or brand because of good quality.
8. According to 46.6% of youth respondents, rated 4 out of 5 that the constant marketing being effective for brand loyalty.

9. 41.7% of respondents are shown interested in purchasing of their product or service once in a month.
10. Over 81.6% responded yes to the impact of critics and review of their favourite brand on various sources of communication.
11. Majority of them involve themselves in providing feedback and suggestions to improve their favourite brand.
12. 46.6% of respondents are rated 4 out of 5 to encourage their favourite brand in their prospective product differentiation. On an average majority of the respondents are favourable towards the same.
13. 37.9% of respondents agree with brand loyalty because of consistent product quality.
14. 35.9% of respondents have shown that the importance of expressing your loyalty leads to positive recommendation.

These are the conclusive findings from the respondents of the primary data.

CHAPTER 6 RECOMMENDATIONS

RECOMMENDATIONS

In this commercial world there are several brands coming out every day through several product line and with various new innovation. But gone are the days where products innovate themselves and make the buyers buy it through push strategies. In today's world the customer invents the product of their need and the brand which satisfies the same becomes the best in the long run. Several new marketing strategies, advanced technologies, various departments that ensure all the processes goes right becomes complicated to the understanding of the customer. To the customer's point of view the brand which shows higher transparency and gains his/her trust become the brand of their choice

To improve the brand loyalty among youth, brands need to make the company, product, brand, etc. worth talking about. To do this, they need to have an increased focus on enhancing customer experiences, customer relationships and further the brands must focus on improving the customer's morale, approach and attitude towards the product.

Brands Loyalty is not a theoretical concept to be proved and analysed, rather it is a physical and a psychological experience where a customer pledges their loyalty to a particular brand in a pattern going forever. This human concept can be achieved only by being compassionate towards the feelings and emotions of a customer.

Let us now see few recommendations to improve brand loyalty among youth:

- **Engage with your customers.**

Connecting with customers will help build a strong sense of community and belonging will give an exclusive opportunity to share the new and exciting developments of the brand, opinions, and news in the space, and to make users engaged and enthusiastic. Social media platforms can help inform clients about new developments, discounts and special deals, and the steps their favourite brand intends to take. This can be achieved more success if this engagement is given in a personal and conversational note.

- **Make sure that the brand is consistent.**

Consistency is one of the most important factors in building brand loyalty. A brand should give customers the same feeling every time they can consume their favourite brand. Customers rely on convenience, so make sure the company delivers on its promises every time. Under-promising and over-delivering is a great strategy for building brand loyalty.

- **Focus on 360-degree customer service**

Customer service begins from the time the customers show interest in a product up to the after-consumption experience. If a brand has a restaurant store, the way you welcome your customer may dictate the level of brand loyalty. A brand may have the best products in the market but the way the staff talks to customers may make them turn to the competition. This will need a team that will remain nice to the clients irrespective of the circumstances.

- **Deliver value to customer**

The kind of service a brand offers to its customers will determine whether they will come back or not. It is wise to give their customers a ‘WOW’ experience by exceeding their expectation the first time they consume a brand’s products. Every brand needs to understand what makes their customers satisfied and set standards to achieve those goals. It can be hard to satisfy all customers but strive to develop a pool of happy clients if the brand wants to develop brand loyalty.

- **Capture feedback and adjust**

Feedback comes after a brand has have served the customer. Correct the mistakes and improve on the strong points. Collecting feedback from clients will help a brand understand the exact feeling they have for their products. Acting on the feedback received appropriately will allow a brand to retain clients in the long run.

CHAPTER 7 LIMITATIONS AND WAY FORWARD OF THE STUDY

LIMITATIONS AND WAY-FORWARD OF THE STUDY

7.1. LIMITATION OF STUDY :

Sample size

The number of units of analysis used in this study is determined by the type of research problem being investigated. If the sample size is too small, it is difficult to find significant relationships in the data because statistical tests usually require a larger sample to ensure a representative distribution of the population and consider it representative of the groups of people affected by the results. Generalized or transferred.

In this study, we used 100 responses as a baseline, which is a small enough number to draw broad conclusions.

1

Vast Topic; Narrow coverage

The topic of brand loyalty is a vast area and can be researched extensively based on various factors and metrics. This paper has tried to cover the whole topic and has given a brief and narrow focus and coverage on the whole concept of brand loyalty among youth.

Lack of available and/or reliable data

Lack of data or reliable data presupposes and probably limits the scope of the analysis, the sample size, or can be a significant obstacle to finding a trend and a meaningful relationship.

In this case, since it is a touch-based online survey, the respondents could have answered without proper understanding, thus giving wrong information. In addition, the statistics are not updated, so they may not be accurate in all cases.

Measure used to collect the data

Sometimes it is the case that, after completing the interpretation of the findings, it is discovered that the way in which the gathered data inhibited the ability to conduct a thorough analysis of the results. For example, the regret of not including a specific question in a survey that, Identify the shortcoming by stating that future researchers should review the data collection method.

7.2. WAYFORWARD

Brand loyalties among youth will keep growing in all the years to come. With youth becoming the highest consuming population, new brands will emerge and create new trends and benchmarks. New strategies to create brand loyalty will arise and this would be a very important topic to be discussed in all the years of marketing to come.

This project can be developed and taken forward by the following ways:

1. Analysing the brand loyalty among all age groups.
2. Analysing the brand loyalty based on a product.
3. Analysing the brand loyalty based on gender.
4. Analysing the brand loyalty on brands.
5. Analysing the brand loyalty based on geographic divisions Further this research can be taken forward by:
 - Increasing the sample size and getting data from both Men and Women equally.
 - Branding perspective from professional consultants and branding agencies.
 - Use more statistical tools to prove more analysis and hypothesis from the available date.

CONCLUSION :

The survey findings provide valuable insights into the attitudes and behaviours of the youth respondents, shedding light on various aspects of their brand preferences and loyalty. Here are key conclusions based on the research project:

High Priority on Brand Loyalty:

The overwhelming 86.4% of respondents prioritizing brand loyalty underscores the significance of building and maintaining strong connections with brands in the youth market. This loyalty can serve as a foundation for long-term customer relationships.

Prioritization of Product Quality:

The clear prioritization of product quality by the majority indicates that brands must focus on delivering consistent and high-quality products to retain customer loyalty. Quality emerges as a key factor influencing brand preferences.

Impact of Economic Conditions:

The acknowledgment by 61.2% of respondents that economic conditions impact their choices suggests that brands need to be mindful of pricing strategies and offer value for money, especially in the context of the economic circumstances of the youth demographic.

Sensitivity to Price Changes:

The moderate likelihood (63.7%) of preferring other brands if the price increases highlights the price sensitivity of the youth market. Brands need to carefully manage pricing strategies to avoid alienating cost-conscious consumers.

Brand Switching Due to Good Quality:

The inclination of 50.5% of respondents to switch to a different product or brand based on good quality reaffirms the paramount importance of maintaining and communicating high product standards to secure and retain customer loyalty.

Influence of Critics and Reviews:

The significant acknowledgment (81.6%) of the impact of critics and reviews emphasizes the need for brands to actively manage their online reputation and engage with consumer feedback to maintain a positive image.

Active Engagement in Providing Feedback:

The active involvement of the majority in providing feedback indicates a participatory consumer base. Brands should leverage this engagement to gather insights, address concerns, and continually improve their offerings.

Brand Loyalty Based on Consistent Product Quality:

The agreement (37.9%) that brand loyalty is influenced by consistent product quality reiterates the critical role of maintaining a reliable and high-quality product line for fostering loyalty.

In summary, these findings provide actionable insights for brands targeting the youth demographic, emphasizing the importance of quality, pricing strategies, effective marketing, and active consumer engagement in building and sustaining brand loyalty.

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