



Effects Of Sales Promotional Techniques On Consumers Loyalty And BrandSwitching Behaviour For FMCG Products

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ABSTRACT

In today's competitive world Fast Moving Consumer Goods (FMCG) company brands uses sales promotion technique as a reliable tool to increase their sales and acquire large market share. This paper endeavors to explore the consequences of sales promotion techniques on the brand loyalty and brand-switching behavior of customers in Kanpur city. In this study, customers were classified based on their level of brand loyalty, distinguishing between brand loyal customers and brand switcher customers. Furthermore, the study aims to comprehend the relationship between sales promotion and brand loyalty. For this study a semi-structured questionnaire is designed, and data is collected from a finite population having a sample frame of Kanpur Nagar with a sample size is above three hundred. Research is both exploratory and descriptive. Without a substantive hypothesis framework, Demographic and non-metric variables are statistically tested using Exploratory Factor Analysis (EFA). Market researchers, FMCG brand companies, policymakers, and academicians benefit from this research. The study suggested an association between sales promotion techniques and brand switcher behavior. The novelty of this paper is to analyze Consumer propensity about the frequency of intake of FMCG products for six months after being targeted by other brands who offer them through sales promotion techniques. There is further scope for methodological research.

Keywords: FMCG, EFA, Consumer Perceptions, Retail Industry

Introduction

Due to the advent of technology and social media, consumers are exposed and aware of multiple brands at one point in time. The techniques of marketing communication and sales offers are customer-friendly due to stiff competition. Customers have numerous choices and preferences. There is a paradigm shift in the decision-making process. Affordability and price strategies are flexible and accommodating to both customers and companies. Now, five rupees of Dove, Surf Excel, and Pantene reach every section of society. Brand quality is more emphasis on sales and purchase.

FMCG establishes brand image from judicious marketing strategies (Judy Corstjens & Marcel Corstjens 1995). The behavior pattern of Consumers is distinct and promising for FMCG. The propensity of customers is low as compared to reinforcement towards products (R Vijayalakshmi & TR Gurumoorthy 2019).

FMCG Products are termed "Fast Moving Consumer Goods" as their consumption pattern differs from durable and non-perishable goods. India is a continent of diverse ethnicity, culture and social class. Demographic segmentation is based on social class, sub-class, income level and nature of employment. Over the past two decades, changing lifestyle patterns motivated people to become inclined towards diverse and multiple products through sales promotion techniques.

FMCG have large consumer base with high intensity of consumption now, in the realm of business, companies have long recognised that the true profitability lies in nurturing repeat customers (Mellens,

Dekimpe, & Steenkamp, 1996). However, it is important to acknowledge that not every repeat purchase is driven by genuine customer commitment to a brand. In some cases, consumers may opt for alternative brands due to situational factors or lack of attachment to a particular brand (Howard & Sheth, 1969). This raises the question of brand loyalty and its relevance in a futuristic manner Dick & Basu, 1994).

On one hand, we have consumers for FMCG that establish a routine by consistently purchasing the same brand, primarily in frequently bought and low-priced product categories (Howard & Sheth, 1969). This behavior, known as brand inertia, may be driven by situational factors or a lack of strong attachment to the brand. In spite of that, these customers may switch to a competing brand if another option and substitute becomes available, their repeat purchases cannot be considered as long-term loyalty (Dick & Basu, 1994).

Consumers of FMCG may choose to switch brands in search of variety, opting for different brands instead of sticking to one (McAlister, 1982; Khan, Kalwani, & Morrison, 1986). In such cases, the consumers are presently inclined towards the brand which has a lower probability of being chosen again in the future compared to other brands. Marketers, therefore, benefit when customers demonstrate consistent loyalty and commitment towards a preferred brand despite context awareness and aggressive marketing strategies that may induce switching behavior (Oliver, 1999).

Understanding brand loyalty and its underlying factors has been the focus of extensive research and marketing efforts (Lau et al., 2006). Among these factors, sales promotions directed at consumers have gained significant attention as they influence brand choice behavior (Dodson, Tybout, & Sternthal, 1978). Sales promotions not only aim to grab consumers' attention but also aim to generate sufficient interest for them to make repeated purchases in the future.

The effects of sales promotions on consumers' brand loyalty have remained a relatively under-researched area, particularly in the Indian context. While studies conducted in Western contexts have explored the impact of promotions on brand choice (Grover & Srinivasan, 1992; Papatla & Krishnamurthi, 1996), the Indian market presents a unique landscape that requires further investigation.

Aim/ Purpose: This study aims to evaluate the influence of consumer sales promotions on two distinct consumer segments: brand loyal customers and brand-switching customers. By examining the outcomes of sales promotions on these demographic segments, we seek to understand whether promotions encourage brand loyal customers to switch brands or have no impact on their loyalty. Additionally, we aim to explore how sales promotions influence the brand switching behavior of non-loyal customers. Following questions are emerged from the study are mentioned below:

RQ 1: Is there an effect of sales promotion on brand loyalty?

RQ2: Do consumers shift to other brands quickly or efficiently or retain the same brand after offers and sales promotion activity?

RQ 3: Does the intensity of consumers' usage of the same products change or persist after the adoption of brand promotion techniques by other companies?

Objectives of the study underlying set of core and specific purpose of the study based on research questions are as follows:

1. To comprehend the connection between promotional activities and the loyalty customers exhibit towards a brand.
2. To comprehend the impact of sales promotion on both brand switchers and customers exhibiting brand loyalty.
3. To comprehend the influence of sales promotions on individuals who switch between brands and those who remain loyal to a specific brand.

2. Literature Review:

2.1 The Influence of Promotions on Consumer Behavior

The relationship between promotional activities done by companies on consumer behavior has been thoroughly investigated globally. Marketers and researchers are actively trying to enhance their understanding about how sales promotions influence consumers with different levels of loyalty. A significant focus of their studies has been on consumers' loyalty towards a particular brand, characterized by customers' inclination to remain committed to a particular brand rather than opting for alternatives (Lin et al., 2000).

In such instances, consumers are presently favoring a brand with a lower likelihood of being chosen again in the future compared to other brands. Marketers, therefore, reap benefits when customers exhibit consistent loyalty and commitment to a preferred brand despite contextual awareness and aggressive marketing strategies that may encourage switching behavior (Oliver, 1999). The exploration of brand loyalty and its underlying factors has been the focal point of extensive research and marketing endeavors (Lau et al., 2006). Among these factors, sales promotions targeting customers have garnered significant attention as they impact brand choice behavior (Dodson, Tybout, & Sternthal, 1978).

Brand loyalty is described as the sustained behavioral response exhibited over time by a decision-making

unit toward one or more alternative brands from a given set of brands. This response is a function of a psychological decision-making process, as outlined by Jacoby and Chestnut (1978). It offers a universally accepted understanding of brand loyalty, encompassing both the behavioral and psychological dimensions of consumer behavior. Marketers frequently focus on assessing consumers' levels of brand loyalty so that they can strategies their marketing efforts based on different levels of brand loyalty of consumers'. There are two different types of consumer classes based on brand loyalty: one are hardcore loyal consumers and another are brand switchers, as identified by Evans et al. (1996).

They remain loyal to their preferred brand, even when alternative brands are promoted. On the other hand, brand switchers are consumers who use two or more brands when a single brand fails to satisfy all their needs (Evans et al., 1996).

Various factors influence a consumer's decision to stick with a single brand or switch between multiple brands, including brand name, product quality, price, style, store environment, service quality, and promotions (Aaker, 1996; Garvin, 1988; Cadogan and Foster, 2000; May 1971; Evans et al., 1996; Mittal and Lassar, 1996). Among these factors, sales promotion techniques have emerged as a critical influence in many product categories. Sales promotions not only bring products to consumers' attention but also provide incentives to make a purchase.

The impacts of promotional activities on consumer behavior have been thoroughly investigated globally, given the crucial role that sales promotions play in marketing strategies. Marketers and researchers are actively engaged in improving their understanding of how sales promotions influence consumers with different levels of loyalty. A significant focus has been on brand loyalty, This paper endeavors to explore the consequences of sales promotion techniques on the brand loyalty and brand-switching behavior of customers in Kanpur city. In this study, customers were classified based on their level of brand loyalty, distinguishing between brand loyal customers and brand switcher customers. Furthermore, the study aims to comprehend the relationship between sales promotion and brand loyalty. characterized by customers' inclination to remain committed to a particular brand rather than opting for alternatives (Lin et al., 2000).

Brand loyalty is described as the sustained behavioral response exhibited over time by a decision-making unit toward one or more alternative brands from a set of brands. This response is a function of a psychological decision-making process, as outlined by Jacoby and Chestnut (1978). It offers a universally accepted understanding of brand loyalty, encompassing both the behavioral and psychological dimensions of consumer behavior. Marketers frequently focus on assessing consumers' levels of brand loyalty to tailor their marketing strategies effectively. Two distinct consumer categories based on brand loyalty are hardcore loyal consumers and brand switchers, as identified by Evans et al. (1996).

Hardcore loyal consumers demonstrate a high level of commitment towards their brand even if they are ready to pay extra price for their brand (Evans et al., 1996) at most change in price or promotional activity can affect their purchase quantity. They stick to their brand even though other brands are offering lucrative offers. On the other hand, brand switcher consumers switch between two or more brands of products if a single brand fails to satisfy their needs (Evans et al., 1996).

Earlier researchers have emphasized the importance of assessing the outcomes of sales promotions, and in their research they witnessed varied results of sales promotion on consumer behavior. Certain studies found that sales promotions, particularly price promotions, negatively influence brand equity by promoting brand switching, fostering repeat purchases, encouraging stockpiling, and accelerating purchases (Blattberg and Neslin, 1990; Mela et al., 1997). Conversely, other studies found that promotions can be advantageous for brands by fostering brand equity through their positive impact on the structure of brand knowledge (Mariola and Elina, 2005).

Shoemaker (1979) was one of the pioneering researchers to examine the impacts of promotions on consumer purchasing behavior. Through empirical analysis, he observed a an increased sales due to sales promotions. Shoemaker compared purchases made during promotions to those made outside of promotions across three product categories, considering quantities bought and the time elapsed since the previous purchase. While he did not explicitly evaluate the statistical significance of his findings, the results implied that promotions were more likely linked to higher purchase quantities. This suggested that consumers tended to buy larger quantities of promoted products, possibly aiming to maximize the benefits offered by the promotional deals.

Table 1

Q3	Do you make the decision regarding which brand of Washing Powder to buy?
Q4	Which brand(s) of washing powder have you purchased during the last 6 purchases?
Q5	Which brand(s) of washing powder have you purchased during the last 6 purchases?
Q6	Which brand(s) of washing powder have you purchased during the last 6 purchases?
Q7	Which brand(s) of washing powder have you purchased during the last 6 purchases?
Q8	Which brand(s) of washing powder have you purchased during the last 6 purchases?

Q9	Which brand(s) of washing powder have you purchased during the last 6 purchases?
Q10	1. I have switched to a competing brand due to Price Discount (e.g. Rs. 5 off)
Q11	1. I have switched to other brands due to Buy One Get One Free.
Q12	1. I have switched to a competing brand due to Free Gifts (e.g. free soap).
Q13	1. I have switched to a competing brand due to Samples (e.g. sachet in newspaper or in a store.
Q14	1. I have switched to a competing brand due to Extra Grammauge (e.g. 20% extra)
Q15	1. I have switched to a competing brand due to the Saver Pack (200 gm+1 gm at a cheaper rate).
Q16	1. If my favorite brand is not on promotion, I will postpone the purchase till it is on promotion.
Q17	1. I make my purchase according to my favorite brand regardless of promotions.
Q18	1. I prefer to wait to take advantage of the scheme.
Q19	1. I normally buy the brand which is on promotion.
Q20	I pay attention to promotions.
Q21	Do you make the decision regarding which brand of Shampoo to buy?
Q22	Which brand(s) of Shampoo have you purchased during the last 6 purchases?
Q23	Which brand(s) of Shampoo have you purchased during the last 6 purchases?
Q23	Which brand(s) of Shampoo have you purchased during the last 6 purchases?
Q24	Which brand(s) of Shampoo have you purchased during the last 6 purchases?
Q25	Which brand(s) of Shampoo have you purchased during the last 6 purchases?
Q26	Which brand(s) of Shampoo have you purchased during the last 6 purchases?
Q27	1. I have switched to a competing brand due to Price Discount (e.g. Rs. 5 off)
Q28	1. I have switched to other brands due to Buy One Get One Free.
Q29	1. I have switched to a competing brand due to Samples (e.g. sachet in newspaper or in a store.
Q30	1. I have switched to a competing brand due to ExtraGrammauge (e.g. 20% extra)
Q31	1. I have switched to a competing brand due to theSaver Pack (200 gm+1 gm at a cheaper rate).
Q32	1. If my favorite brand is not on promotion, I willpostpone the purchase till it is on promotion.
Q33	If my favorite brand is on promotion, I will postpone the purchasetill it is on promotion.
Q34	When I go to buy a Shampoo, promotion is important.
Q35	1. I make my purchase according to my favorite brandregardless of promotions.
Q36	1. I prefer to wait to take advantage of the scheme.
Q37	1. I normally buy the brand which is on promotion.
Q38	
Q39	
Q40	I pay attention to promotions.

In their study, Raju and Hastak (1983) investigated the impact of momentousness on purchase behavior arising from promotions. Their findings indicated that promotions not only positively affected consumers' behavioral intentions to try a brand but also acted as effective distractions, preventing negative thoughts about the brand. The probability of trying the brand increased in proportion to the magnitude of the promotional deal. This implies that sales promotions significantly influence consumers' intention to try newly promoted products, perceiving them as being "smart shoppers" due to the economic incentives offered by the new product.

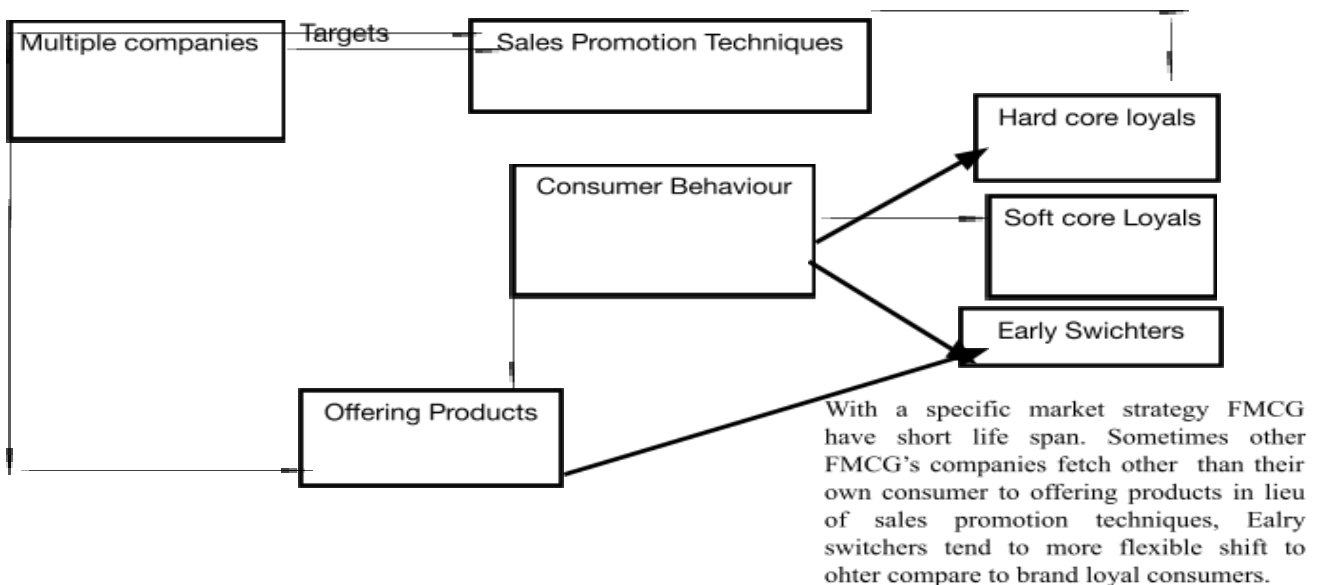


Fig.1: Conceptual model of brand loyalty

2.2 Brand Loyalty with changing lifestyle pattern:

It has been observed that brand consciousness among consumers attract themselves toward specific brands in contrast to changing lifestyles and rate of inflation in the market tend to move towards offers and concessions. In Indian households expenditure and purchase decisions for daily items are not gender specific. Women were usually more attracted towards sales promotion and offers. There is no rationality involved while making decision for FMCG products apart from price sensitivity (Bhatt, 2019). Brand switching behavior has been examined in a range of settings, including services (Keaveney, 1995; Pick, 2014; Tesfom, Birch and Culver, 2016), automotive retailing (Sambandam and Lord, 1995), banking and finance (Chakravarty et al., 2004; Mohsan et al., 2011) and retail channels (Chiu et al., 2011; Mutum et al., 2014; Reardon and McCorkle, 2002). In India in domestic markets customers don't incur any switching cost in tangible or intangible way for distinct brands of products or services. Transaction costs, learning costs, and artificial or contractual costs are mentioned in the ethical marketing terminology of switching costs. Firms offer price wars and deep discounts to attract new customers. Switching costs have a substantial impact on the exorbitant pricing of products and services (Misra, 2017). Data gathered for this study reveals that from the histogram (Fig.1.) plotted on five point scale reveals that sales promotion have no gender specific role in decision making. In this study. Both of them have the same intensity in the purchase decision making process.

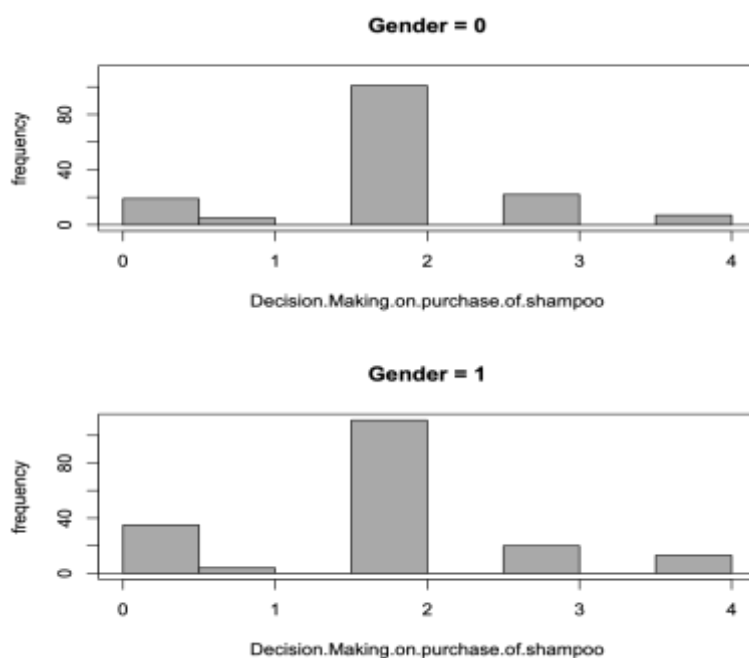


Fig.2 : Normal distribution of Decision making approach both male and female.

2.3 Retention, Reinforcement and Replacement :

Inclination towards brands and price sensitivity in loyal customers who showed less urge to shift and switch; nowadays, the company's loyal customers care for lifetime loyalty cards for that intent to invest more with some extra Gammage (Molla, 2012). Softcore loyal customers tend to be more flexible and switch quickly to another brand because of their knowledge base about their consistency in order of replacement of items or products. (VIjaylaxmi, et al. 2019).

2.4 Sales promotion techniques as influencers:

Customer satisfaction is a significant aspect of brand loyalty. Customers' awareness of inferiority and superiority of products and services influences brand quality, which depends on inquisitiveness, knowledge and perception of the brand. Positioning and segmentation of a brand reveal its quality and loyalty towards customers in many ways (Clinton, 2019). Brand loyalty over a period of time changes in case of FMCG's as the consumer's repeated purchases are inclined to be diverted towards other brands (Molla, 2012).

2.5 Buying Behaviour and Customer Loyalty theory : Brand loyalty is consumers' commitment towards products and services that adhere to competitive advantage for the producer in the long run. Promotional strategies are an effective tool to change the mindset of consumers because, in the case of FMCG products, they do not have a rational approach (Amine, 1998). Consumer buying behavior plays a vital role in affecting the purchasing power of consumers motivated by psychological and social factors

(Madhavan, 2015). Intrinsic and extrinsic motivational factors influence the buying decision process. Consumer buying behavior poses high involvement in purchasing similar products of different brands with their perceived notions.

Table 1. : Hypothesis Development

	H ₀	H ₁
1	There is no relationship between Sales promotion and brand loyalty.	There is a relationship between Sales promotion and brand loyalty.
2	There is no effect of sales promotion on brand switchers and brand loyal consumers.	There is an effect of sales promotion on brand switchers and brand loyal consumers.
3	There is no difference between consumers' propensity of usage of products and brand switcher behavior.	There is a difference between consumers' propensity of usage of products and brand switcher behavior.

3. Research Methodology:

This study aims to explore the connection between sales promotion activity conducted by marketers with the consumer behavior towards brand loyalty. The study involved several stages, including a pilot study, loyalty classification, questionnaire development, and data collection.

3.1. Pilot Study: The aim of the pilot study was to finalize the product categories for the study. After conducting a pilot study with 2 wholesalers, 10 retailers and 20 respondents we finalized shampoo and washing powder as a two product category for our study because these two product categories were having maximum sales promotion offerings..

Loyalty Classifications: On the bases of loyalty consumers were classified into three categories a) Hardcore Loyal b) Softcore Loyal c) Brand Switchers.

The consumers who purchase shampoo or washing powder of different brands only once in the last six months are said to be "Hardcore Loyal". The consumers who purchase shampoo or washing powder of different brand two to three times in last six months is said to "Softcore Loyal" and the consumers who do not rely on one brand, changing brand without rational decision making based on price, value and quantity are qualified as brand switchers

3.2. Instrument Development: A questionnaire was developed for data collection. Only respondents who confirmed their decision-making role in purchasing shampoo and washing powder were included in the study. The questionnaire also included a list of brands purchased in the last six occasions, aiming to determine brand loyalty based on the promotion of purchases.

In this study more than 300 decision makers responsible for purchase of shampoo and washing powder in Kanpur city were taken as samples. Couples or families collectively involved in the purchase decision were counted as one unit.

Link of the developed questionnaire is mentioned below: https://docs.google.com/spreadsheets/d/1VSHgcFOqxBduqhflPFQzAV9_2Cnpa4gojL5Xu4iyokQ/edit?usp=sharing

3.3 Data Collection: In this study target population taken as sample from more than three households in Kanpur city of Indian. The decision-maker in each household consuming FMCG products, responsible for purchasing shampoo and Detergent, were surveyed. Household members collectively involved in the purchase decision were counted as one unit. Systematic stratified sampling techniques were used. Structured questionnaire was developed with one ended questions, *Reliability and Validity:* The collected data's reliability was assessed using Cronbach's Alpha value, which indicated a high degree of consistency and reliability for thirteen variables out of 40 statements contributing to brand switching behavior of consumers in both product categories viz aviz. rest variables contributed to sales promotion techniques.

The research methodology employed a quantitative approach to examine the influence of sales promotions on brand switching behavior. By analyzing data from a large sample of households, the study aimed to provide empirical insights into consumer behavior in response to sales promotions in the shampoo and washing powder categories. Respondents are both male and female. Sampling Frame took from a Kanpur Nagar which comprises sample size of more than 300 based on sample size estimator. The research design of this is mentioned below as follows:

Total number of statements: 40 . Variables : Independent and Dependent Metric/ Non-metric If we consider Gender as DV then logical 0 and 1

If we consider sales promotion : Likert Scale 1 to 5.

After gathering data from the respondents data cleaning, coding and tabular were conducted from the reference of questionnaire link shared above in this study.

https://docs.google.com/spreadsheets/d/1OuuGF6Kqo8W-lJjfVe6Tcgh2_tDW1k7PpdZ2SPBQn3I/edit?usp=sharing.

4. Data Analysis and Interpretation : This article is based on quantitative and deductive approach, empirical and exploratory in nature where validation of constructs, multiple indicators, data reduction measurement done by exploratory factor analysis techniques. Efficacy of the technique is to explore one or more domain groups identical in nature and validate a high level of association among variables. In this case data represent a lack of any substantive tentative assumption and a hypothesis development to establish positive and negative correlation. Here we also measured a pattern of correlation among the identified variables i.e. Covariance.

Following steps are opted for systematic ways of analysis. R Software was used to statistically test the given data set.

1. Maximum Likelihood (ML): Test was used to analyze the normal distribution of the dataset . It also measured the correlations among factor loadings.

2 Principal axis factoring (PAF): PAF doesn't follow normality assumption and it is considered the best way for generalization of results. Drawback of this test was that it did not allow the occupation of confidence level and significance test. Factor analysis was used to test the theoretical model of explained variables impact observed variables. To reduce the correlated variables from a given smaller dataset. In EFA, initially we extracted the components equal to the number of variables having large amounts of variance is explained by the first component then the second and so on. In a descending pattern , all the consecutive components will explain less variance. After the extraction we identified that the Number of components equal to the number of variables. We retain those components whose Eigenvalue (Kaiser, 1960). is larger in terms of meaningful variables. Criterion for the data reduction measured was scree test (Cattell's,1999) , Eigenvalue, the interoperability criterion and the proportion of variance. At last there are factor loadings entries in the matrix (pattern appeared in factor form). It is orthogonal analysis where all the variables in the form of factors are right angle and perpendicular to each other.

Steps in conducted Exploratory Factor Analysis :

1. Normalization of data by Initial Extraction of the components.
2. Reliability of data by determining the number of "Meaningful" Components to retain.
 - 2.1. The Eigenvalue- one Criterion.
 - 2.2. The Scree Test.
 - 2.3. Proportion of Variance accounted for.
3. Rotation of final solution.
4. Interpreting the Rotated Solution. These steps elaborate with findings and results of the given dataset in the below analysis and interpretation of possible outcomes.

Table 3 : Reliability of data for determining the number of "Meaningful" Components to retain.

Reliability if an item is dropped:	raw_alpha	std.alpha	G6(smc)	average_r S/N	alpha se
Q1	0.88	0.91	0.97	0.21	10.1
Q2	0.88	0.91	0.97	0.21	10.5
Q3	0.88	0.91	0.97	0.21	10.3
Q4	0.88	0.91	0.97	0.21	10.4
Q5	0.88	0.91	0.97	0.21	10.3
Q6	0.88	0.91	0.97	0.21	10.4
Q7	0.88	0.91	0.97	0.21	10.4
Q8	0.88	0.91	0.97	0.21	10.3
Q9	0.88	0.91	0.97	0.20	10.0
Q10	0.88	0.91	0.97	0.20	9.9
Q11	0.88	0.91	0.97	0.20	10.0
Q12	0.88	0.91	0.97	0.20	10.0
Q13	0.88	0.91	0.97	0.20	10.0
Q14	0.88	0.91	0.97	0.20	10.0
Q15	0.88	0.91	0.97	0.21	10.1
Q16	0.88	0.91	0.97	0.21	10.1
Q17	0.88	0.91	0.97	0.21	10.1
Q18	0.88	0.91	0.97	0.20	10.0
Q19	0.88	0.91	0.97	0.20	10.0
Q20	0.88	0.91	0.97	0.20	9.9
Q21	0.88	0.91	0.97	0.21	10.2
Q22	0.88	0.91	0.97	0.20	10.4
Q23	0.88	0.91	0.97	0.21	10.5
Q25	0.88	0.91	0.97	0.21	10.5
Q26	0.88	0.91	0.97	0.21	10.5
Q27	0.88	0.91	0.97	0.21	10.5
Reliability if an item is dropped:	raw_alpha	std.alpha	G6(smc)	average_r S/N	alpha se

Q28	0.88	0.91	0.97	0.20	10.4
Q29	0.88	0.91	0.97	0.20	10.0

1. Cronbach Alpha (Coefficient of Internal Consistency) : In this study , for each observation , score of each item correlated with the total number of Items we here computed the reliability of data. The range of coefficients ranges between 0 and 1. If ,we got a=0 form the given zero output , the scales items are neither identical nor independent among each other. Hence they are uncorrelated. From the results value of cronbach alpha is 0.88 which is at the higher range it means the items shared a high level of covariance and independent to each other.

Table 2 :Initial Extraction of the components.

Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q1	Q
1 0	0	0	0	0	0	0	0		0	0	0	0	1	0
2 1	1	1	3	2	4	0	4		3	3	0	3	2	1
3 1	4	1	4	2	0	2	0		0	0	2	2	3	1
4 1	4	4	4	4	4	3	0		0	3	0	0	4	1
5 1	0	3	2	1	5	3	2		0	0	0	0	5	1
6 1	4	1	5	2	3	0	0		0	0	0	0	6	1
Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q1	Q2
1 0	0	0	0	0	0	0	0		0	0	0	0	1	0
2 1	1	1	3	2	4	0	4		3	3	0	3	2	1
3 1	4	1	4	2	0	2	0		0	0	2	2	3	1
4 1	4	4	4	4	4	3	0		0	3	0	0	4	1
5 1	0	3	2	1	5	3	2		0	0	0	0	5	1
6 1	4	1	5	2	3	0	0		0	0	0	0	6	1

Table 2 :Initial Extraction of the components.

Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q1	Q
raw_alpha std.alpha G6(smc)														
average_r S/Nase mean sd median_r														

2. Bartlett’s Sphericity Test : This test was used to compare the observed correlation matrix with the identifying matrix through Bartlett’s Sphericity Test. In such cases both identical and correlation matrices are equivalent. They are orthogonal matrices, i.e. statistically independent. In this case $\chi^2(780)=11495.01, p<.001$. Here the level of significance is less than 0.05.

Table 4 : Bartlett’s Sphericity Test

> cortest.bartlett(brand loyalty)	
R was not square, finding R from data	
\$chisq	[1] 11495.01
\$p.value	[1] 0
\$df.	[1] 780

3. KMO Measure of Sampling Adequacy : A measure of sampling adequacy that provides a range lies between zero to one of the proportion as the variance among all the variance known as Kaiser- Meyer- Okin (1974). There is a set benchmark for assessing the adequacy of samples in given data from the table below table 6. The overall value of MSA is 0.85 for each item in brand loyalty data for Kaiser-Meyer-Okin factor adequacy test.

Table 5 : KMO observed values of correlation matrix

Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16
0.85	0.67	0.68	0.78	0.79	0.78	0.90	0.87	0.85	0.90	0.88	0.91	0.87	0.84	0.88	0.87
Q17	Q18	Q19	Q20	Q21	Q22	Q23	Q24	Q25	Q26	Q27	Q28	Q29	Q30	Q31	Q32
0.83	0.86	0.89	0.89	0.83	0.73	0.73	0.89	0.81	0.82	0.86	0.91	0.89	0.84	0.78	0.89
Q33	Q34	Q35	Q36	Q37	Q38	Q39	Q40								
0.89	0.88	0.87	0.89	0.78	0.86	0.87	0.87								

In the above table, (Table 5) the overall MSA (Measure of sampling adequacy) is 0.85 for this study.. It means that sampling possesses an adequate proportion of variance among variables. In this data set , there were no single variable having value less than 0.5. Most of them ranges between 0.67 to 0.91. The KMO value for the given data set is 0.85 (>0.65) which was considered as Marvelous Bartlett’s test of Sphericity. In this case $\chi^2(780)=11495.01, p<.001$, it shown that for this study of given data set Principal component analysis among times are sufficiently large.

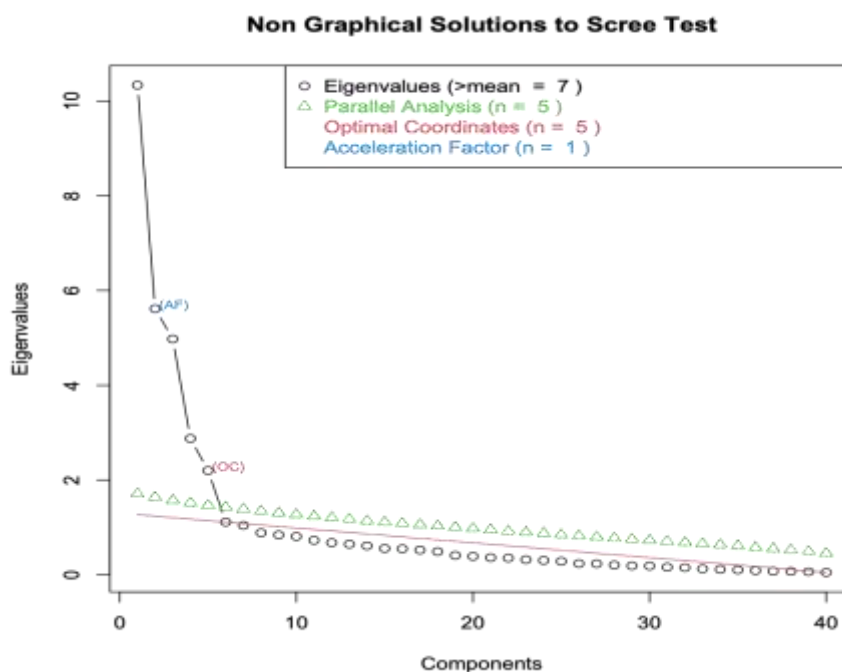


Fig. 3: Non Graphical solutions to Scree Test to observed Eigenvalues of correlation matrix.

In this data set , three lines are slopes downwards with some small triangles, circles on the slopes aslines. The circle ined curve slopes down in elbow like structure known as kinked curve or elbow curve. Number of factors are transecting and intersecting each other by formed four component PC1,PC2,PC3,PC4. PC3, PC4 and PC2 intersecting each other adjoining to them at a point. PC1 independently and invariably forms a zigzag curve.

Table 6: KMO Value indicator for Benchmark Cronbach Alpha for observed items.

KMO VALUE	REMARKS
0.9 to 1.00	Marvelous
0.8 to 0.9	Meritorious
0.7 to 0.8	Middling
0.6 to 0.7	Mediocre
0.5 to 0.6	Miserable
Below 0.5	Unacceptable

4. Determining Number of Factors using Parallel lines : The observed Eigenvalues of a correlation matrix were measured with random data in the parallel lines factor technique. In this case Eigen value in plotted graph >mean=7 among the variables assessed. From the graph four components are identified above the pink line . The slope of the graphs goes downwards direction with parallel lines. In the Fig.3 shown a

better and optimal solution for the factors which are clearly aligned and correlated. Number of factors and transacting and intersecting each other by forming four components PC1,PC2,PC3,PC4. PC 3, PC4 and PC2 intersecting each other. PC1 is independently and invariably form zigzag curve.

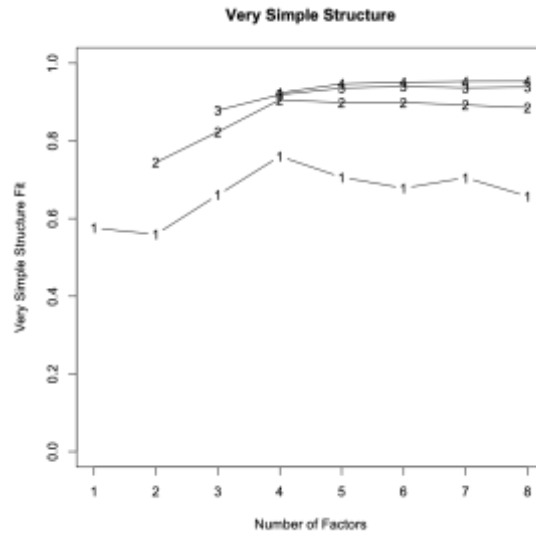


Fig.4 : Determination of Very Simple Structure (VSS)

5. Findings/ Results: In this study, initial findings suggested that after meaningful extraction & data extraction, almost all the explanatory showed a high degree of association despite being independent. Most of the construct built high consistency and reliability among variance. The scale's reliability is highly considerable, i.e. good as the Cronbach alpha is 0.88. Bartlett's test is highly significant in the given data set. KMO values of the sample drawn are respectable and adequate in data. Eigenvalues for random data in factor are less than equal to seven.

Table 7: Testing of Hypothesis

	H ₀	H ₁	H ₀
1	There is no relationship between Sales promotion and brand loyalty.	There is a relationship between Sales promotion and brand loyalty.	Sales promotion and brand loyalty related statements show correlation among themselves Hence,H ₀ fails to accept that sales promotion has no effect on brand loyalty.
2	There is no effect of sales promotion on brand switchers and brand loyal consumers.	There is an effect of sales promotion on brand switchers and brand loyal consumers.	Sales promotion techniques influence the brand switchers majorly instead of brand loyal customers if their propensity of buying the same product changes by brand loyal customers. Hence,H ₁ fails to reject that there is an association in between sales promotion on brand switchers and brand loyal consumers.
3	There is no difference between consumers' propensity of usage of products and brand switching behavior.	There is a difference between consumers' propensity of usage of products and brand switching behavior.	Consumer intensity to swift to other brands may be possible or may not be possible. It depends on the choice and preferences.H ₁ accepted that there is a difference between consumers' propensity of usage of products and brand switcher behavior.

The findings of this research contributed to a comprehensive understanding and a strong association between sales promotions and brand loyalty, shedding light on a crucial yet understudied area in the Indian market. By identifying the factors that affect brand loyalty, marketers can develop effective marketing strategies that cater to different consumer segments and ultimately drive sales and brand success. From previous literature it is observed that demographic characteristics like lifestyle patterns, income and education level influence the Switching behavior of consumers.

6. Theoretical Implications :The present study reveals the effect of the brand-switching behavior of consumers on brand loyalty and promotional activities. The present study contributes to the philosophy of brand management. The study indicates consumer perceived behavior is indirectly related to company marketing strategies for branding and sales promotion.

7. Practical Implications: This study contributes to the stakeholders involved in selling and purchase of FMCG products.This research socially benefits their consumers by motivating them to increase their buying intensity through various promotional schemes. The inclination of customers to brand commitment supports

the marketing strategies of FMCG companies. Promotional activities encourage customers to become more flexible in buying products from companies, take an interest in participating in their various schemes, and share their ideas and opinions with them. A company can benefit from the findings about customer loyalty based towards the products and their propensity to purchase the products multiple times.

8. Conclusions: There is a significant relationship between themes and factors rotated. All types of consumers play vital roles as brand switchers, early switchers and brand loyal customers. Consumers intended to buy products emphasizing sales promotions, offers and discounts in the early stage of the consumer decision making process contrary to their choice & preferences' impact on lifestyle patterns.

9. Limitations: The study has limitations for both market researchers and academicians. The research contributes to the limited literature available in a few years for investigating the effects of sales and promotional activities on branding switching behavior and its impact on a company's market share. Consequently, there is a scope for future studies to establish a relationship between brand-switching behavior and promotional activities.

In this data set, a limited number of demographic variables were studied. Principal component analysis (PCA) was also statistically measured to test the results. The study is pertinent to provide theoretical insights and practical implications for FMCG's companies, wholesalers, retailers and market research.

10. Recommendations : The research will be conducted with a substantially larger sample size with other demographic variables like price, the income of the consumer, and household expenditure in future research.

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