

## **Influence of Demographic Variables on Various Elements of Brand Loyalty with Special Reference to Packaged Drinking Water in Chennai City**

\*M.R.Anuradha<sup>1</sup>, M.R.Nagalakshmi<sup>2</sup>, V.V.S.N.Pinakapani<sup>3</sup>

<sup>1</sup>Valliammal College for Women, Madras University, Chennai, TamilNadu

<sup>2</sup>Nirmala college, Ranchi University, Ranchi, Jharkhand

<sup>3</sup>Mecon, A public Sector undertaking, Ranchi, Jharkhand

Corresponding Author: \*M.R.Anuradha

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**Abstract:** Consumer behavior is the study of how people buy, what they buy, when they buy and why they buy. It is a subcategory of marketing that blends elements from psychology, sociology, sociopsychology, anthropology and economics. It attempts to understand the buyer decision-making process, both individually and in groups. It studies characteristics of individual consumers such as demographics, psychographics, and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups and society. The study examines how the consumers are loyal to a product with special reference to packaged drinking mineral water. It investigates the effects of various demographic variables such as gender, age, education, occupation, marital status and the influence of these variables is studied through ANOVA.

**Keywords:** Brand loyalty, demographic variables, consumer behavior, marketing

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### **I. INTRODUCTION**

In the domain of evolutionary economics, consumers are seen as active agents following rules of behavior, easy to follow and implement, because they require only a limited amount of information and capability of elaboration. As a consumer, being aware of a certain need and believing in a certain good category satisfies it. Consumer can afford a maximum price, hence searches for the best goods available under such a constraint. Consumer behavior might be a useful tool for brand management in markets for fast-moving consumer goods. It is a model that brings into account various psychological and sociological factors that describe respectively, what is on sale and who else influence consumers already buying. The outputs of the models should be predictions for the division of market share between competing products. There are so many products on the market, many of them similar to each other, that the decision to make a first time purchase can be a difficult process. If the consumer doesn't know about the product already, take advice from people who do or read the magazine reports about it. To determine which communication strategy is more appropriate is discussed by (Manuela Lopez et al 2013). Consumers rely on advertising and the product's packaging and it helps them to make a buying decision without personal recommendation.

The success of a product through branding can lead to brand loyalty. A positive buying experience results in repeat sales. Consumers tend to stick to that product and it leads to a trust in other products under the same brand name. The independent ability of brand loyalty depends upon the psychology behind human behavior as it pertains to brand selection that can be both rudimentary and complicated at the same time. Investigating insight into the realm of brand preference, a convergence of ideologies will advocate techniques in order to deepen current and potential relationships. Methods will be introduced which evoke the use of our five senses to evaluate, develop, and drive a deeply rooted brand preference.

The constitutes of brand loyalty, according to (Bloemer and Kasper, 1995) brand loyalty implies that consumers bind themselves to products or services because of a deep-seated commitment. They rendered a distinction between repeat purchases and actual brand loyalty. A repeat purchase behavior "is the actual re-buying of a brand" whereas loyalty includes "antecedents" or a reason/fact occurring before the behavior. Antecedants of consumer brand engagement and brandloyalty is studied by (Civilai Leckie et al 2016). A strong brand position means the brand has a unique, credible, sustainable, and valued place in the customer's mind. It revolves around a benefit that helps the product or service stand apart from the competition. Organizations seek to develop and project brand perceptions based on internally driven needs and goals. In Jack Trout's book "Differentiate or Die", presents evidence that supports the theories on consumer behavior and interpretation.

Although these concepts seem self-evident on the surface, organizations tend to ignore these immutable laws in their daily branding activities.

In order to understand the psychology of brand preference, a basic communications model and the process of receiving/filtering messages is to be examined. The essence of brands is connected through our five senses. The culmination of this information may help any organization facing brand loyalty issues with their constituents and provide resources to uncover core issues. The purchase decision process has stages that a buyer passes through in making choices about which products and services to buy. The five stages of consumer behavior is problem recognition, information search, alternative evaluation, purchase decision and post purchase behavior. Businesses succeed when processes and technologies are well aligned and integrated. Many benefits have been achieved by recent efforts to streamline the supply side of the business. Now, demand is emerging as the next area of focus for improvement. Considering that, a mere one percent increase in customer loyalty can translate to lifetime revenue in the billions of dollars. Business wisdom suggests that it costs more to win a customer than it does to keep a customer. Regardless of size or industry, the business that is best at retaining customers, will benefit from lower marketing costs, greater brand value, reduced customer sensitivity to price, and improved financial results. Consumers are better informed than ever before and in a much more powerful negotiating position. Industries are accustomed to addressing customer expectations with a response that calls for meeting average rather than specific customer demand to fill the gap between what customers want and what has actually been produced. (Sebastiano A Delre et al 2010) studied the effects of social influences and network topology on innovation diffusion. There are many conditions that influence factors, which are crucial in stimulating brand loyalty successfully. These are Include the market share, competition, price, brand switching costs, number of substitutes, and so on. Evaluating this, the task of a marketing department is to have many manifested satisfied consumers, because they are the ones that are brand loyal. In order to have a high number of such consumers, marketing tools should be adequately implemented to increase the motivation and the capacity of the consumers to evaluate brand choice. This can be achieved by accentuating the differences between different brands and stressing the important characteristics of the brand, by providing clear and understandable information about the brand, or by building a permanent relationship with the customer. They hope to achieve an increased motivation to evaluate different brands. It tries to obtain a caring relationship with their customers. The increased motivation should result in higher degrees to manifest satisfaction and therefore into more brand loyalty. In order to increase brand loyalty relationship between their brand and generation Y consumers need to be created (Violet Lazare 2012).

This can be concluded by saying, brand loyalty is a very important aspect of a firm's intangible assets and marketing strategy. Satisfaction is very important to consumers and by stimulating and manipulating this as well as other factors like price, number of substitutes and switching costs. (Melnyk, V and Bijmolt 2015) discuss the effects of introducing and terminating loyalty programs. The satisfaction-brand loyalty relationship is positively influenced by companies and aware of the importance. The implications of this knowledge, customers should be stimulated to evaluate their choice between products by either stressing on the differences between brands and focus on the important characteristics of the brand, by providing clear and understandable information about the brand.

## **II. THE NEED AND IMPORTANCE OF THE STUDY**

The importance of building customer loyalty has been much discussed and written about over the past decade – but less widely evidenced – that brand loyalty is declining, as consumers are faced with burgeoning choice and parity performance between competing brands. Marketing scholars such as (Duncan and Moriarty 1997) discuss the large investment required to attract new users to a brand when compared with the investment required to maintain a customer. Duncan and Moriarty argue that it costs six to eight times more to acquire a new customer than retain a current customer. In an article (James Anderson and James Narus 1998) highlighted the difficulty in creating loyalty efforts. This article also explores that few marketers and their agencies are convinced that loyalty-building efforts via marketing pay off. (Fred Reichheld and Christine Derrick's 2003) report in a recent article on "financial services", that 5% increase in customer retention produces more than a 25% increase in profit. That is because return customers buy more from a company over time. In addition, return customers refer others about the company. Of course, brands also need to attract new customers and create new demand in order to grow. This approach recognizes that across markets and categories there are seven 'universal marketing drivers' that marketers invest in to varying degrees to build successful brands. These drivers are brand awareness, emotional bond, product news, activation, product experience, loyalty and buzz. (Birgit Andrine Apenes Solem 2016 ) investigates the short and long term effects of customer participation on brand loyalty through brand satisfaction.

Brand loyalty is changing, under threat from the growth of private label and more promiscuous consumer purchasing habits. Food and drinks companies are beginning to question the strategic value of building brand loyalty over driving customer acquisition. While advertisers traditionally channel investment into

brand awareness to capture the third to a half of customers unsure of which brand to buy, innovation and new marketing approaches provide the key to effective customer retention and profit growth.

### **2.1 Objectives of the Study**

1. To study the factors influencing the brand loyalty of consumer of packaged Drinking mineral water.
2. To identify the factors building around the brand loyalty among the consumer.
3. To establish among various factors of brand loyalty.

### **Hypothesis**

1. There is no significant influence of various elements of brand loyalty on consumers.
2. There is no significant impact of demographic variables on various elements of brand loyalty.

### **2.2 Statement of Problem**

Strong brands help a company to maintain market share in the face of a changing competitive environment and it has been shown that a strong market share is associated with above-average profits. Brands have become assets in their own right. In addition, they represent low-risk opportunities for the manufacturer or service provider and they represent reduced risk for the consumer.

Brand loyalty refers to the inclination of a consumer to purchase a brand again and is usually measured in terms of repeat purchase. Consumers are said to be relatively loyal if they purchase the brand more frequently than a competitor does. There are several layers of loyalty however; total loyalty to a brand is probably unachievable. Brand loyalty is the attachment of a high value to the brand so that the customer will reject competitor overtures. Customers will offer their trust and loyalty as long as their brand expectations are met - the brand behaves a certain way, and offers a certain value. Achieving a minimum level of performance is a necessity for brand loyalty. Customers will become dependent on a trusting relationship that is built between them and the company. Lastly, loyalty retention programs will increase brand loyalty.

Packaged drinking mineral water, services offered, quality of service and problem resolution are becoming more important as brand differentiators and brand loyalty drivers. It also involves understanding the needs of the customer, and responding to their needs.

This article addresses and tests the influence of competition on attitude formation and intention formation within the packaged drinking mineral water consumers' choice set. The results of an empirical study confirm that the consumer's attitude toward a brand is not only a function of the cognitive evaluations of that particular brand, but also a function of the perceptions of the competing brands within the choice set.

## **III. RESEARCH METHODOLOGY**

### **3.1 Pilot Study**

A Preliminary investigation was undertaken by contacting 50 consumers of package drinking water in Chennai city to identify the important variable attributes that influence the consumer to select a particular brand of packaged drinking mineral water and loyal to the particular brand. The purpose of the pilot study is to test the quality of the items in the questionnaire and to confer the feasibility of the study. The preliminary investigation was conducted in different parts of the Chennai city. Convenient sampling method is applied to collect the sample. Cronbach alpha method and Hotellings t-square test are applied to test the validity of statement in the questionnaire. It was found that the Cronbach alpha value is 0.887 for the statement in the questionnaire, which is considered statistically significant.

### **3.2 Main Study**

The study is based on both primary data as well as secondary data. The primary data is collected through well framed questionnaire. The respondents are requested to express their use in Likert's 5 point scale ranging from strongly agree to strongly disagree. The questionnaire is handed over personally to respondents and they were requested to return the filled questionnaire after 15 days, when the researcher visits them. The respondent took a period of 15 days to one month to return the completed questionnaire.

### **3.3 Sample Size**

Sample sizes of 747 respondents are considered for the study. The sample of the study covers all parts of Chennai city. Totally 747 consumers are selected on proportionate random sampling method. Out of these samples, 729 consumers returned the filled-in questionnaire in which 711 are found usable. Hence, the exact study of the size is 711.

### 3.4 Data Analysis

The source of data is primary as well as secondary. The data collected from consumer survey constitute primary source and information gathered through books, journals, magazines, reports and dailies consisting of secondary source. The data collected from both the sources are scrutinized, edited and tabulated. The data are analyzed using Statistical package for Social Science (SPSS) and other computer packages. The following statistical tools are used in the study.

- Measure of Central tendency and Measures of Dispersion
- Parametric paired and One sample t-test
- One- way Analysis of Variance
- Factor analysis
- Cluster analysis

## IV. ELEMENTS OF “BRAND LOYALTY” ON PACKAGED DRINKING MINERAL WATER

This section is intended to analyze the socio economic profile of respondents of brand loyalty on packaged drinking mineral water and its coping mechanism are sharply estimated.

### 4.1 Demographic Characteristics of Respondents

Demographic information is imperative as it presents a profile of the entire sample taken for the study and represents a fundamental approach to the understanding of brand loyalty on packaged drinking mineral water. In particular, the pilot study revealed the following variables maintained their proximity with the dependent factors gender, age, education, occupation, marital status. The conglomerate of demographic and organisational profile is considered as independent variable. (Vijay Anand et al 2016) focused on the study of the important factors which are influencing brand loyalty in Rural areas with coco cola.

### 4.2 Gender

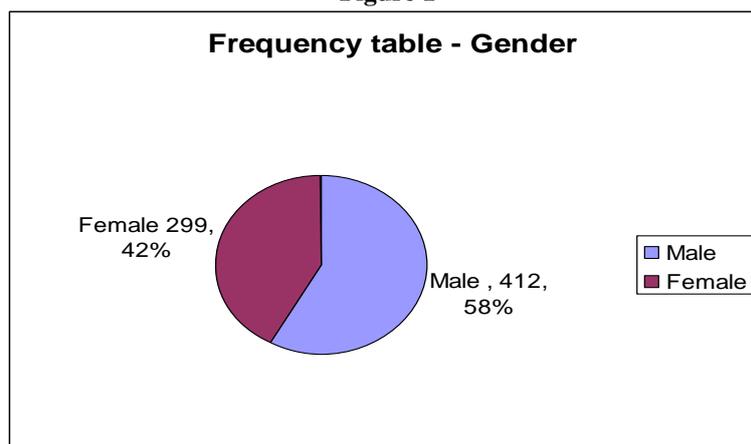
Gender is a crucial factor to decide the actual characteristic features of consumer some of the product available in the market are confined to particular male or female consumer. Influence of gender for the relationship between consumer loyalty and its antecedents was focused by (Valentina Stan 2015) on one demographic variable. But the mineral water generally is preferred by both the gender. The following frequency distribution expresses the contribution of male and female consumer in this study.

**Table 1 . Frequency table - Gender**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	412	57.9	57.9	57.9
	Female	299	42.1	42.1	100.0
Total		711	100.0	100.0	

From the above table it is found that out of 711 samples 412 are male consumer and 299 are female consumer. In percentage analysis, it is ascertained that 57.90% male consumer use the packaged drinking mineral water and 42.1% of female consumer have inclination to use the mineral water.

**Figure 1**



### 4.3 Age

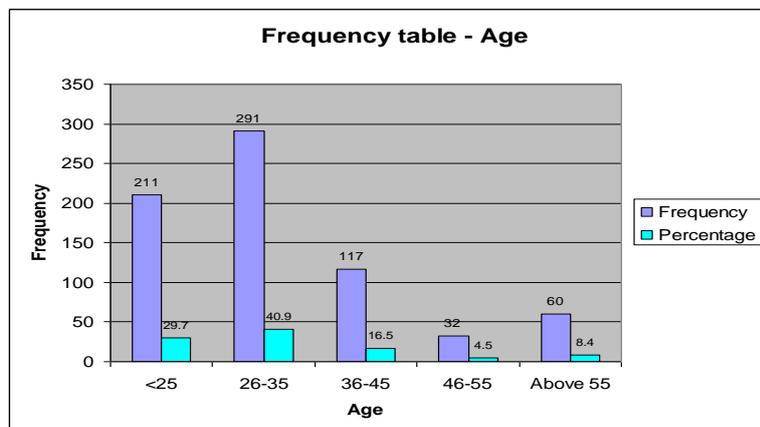
Age refers to the number of years of life completed. Age is an important factor to study the characteristic features of the life cycle of consumers in the market.” (Patricia M. Anderson, Xiao Hong 1998) in his useful study pointed out that consumer product experience differentiates age segments. Some of the products available in the market are only for certain age group. The mineral water is preferred by all the age groups. The following frequency distribution expresses the contribution of different age groups in the study.

**Table 2 . Frequency table – Age**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	>25	211	29.7	29.7	29.7
	26 - 35	291	40.9	40.9	70.6
	36 - 45	117	16.5	16.5	87.1
	46 -55	32	4.5	4.5	91.6
	Above 55	60	8.4	8.4	100.0
Total		711	100.0	100.0	

From the above table it is found that out of 711 samples, The age of 211 consumers in below >25, 291 in between 26-35,117 are between 36-45, 32 in between 46-55 and 60 are above 50. In percentage analysis, it is ascertained that 29.70% consumers are in the age group of below <25, 40.9% are between 26-35, 16.5 % are between 36-45, 4.5% are between 46-55 and 8.4% are above 50, use the package drinking mineral water. Moreover in the age group of below 25 and between 26-35 covers 70% of total consumers in this study prefers packaged drinking mineral water.

**Figure 2**



### 4.4 Education

Education is a term often used to refer to formal education. The word's broader meaning covers a range of experiences, from formal learning to the building of understanding and knowledge through day to day experiences. Ultimately, all that we experience serves as a form of education. It is widely accepted that the process of education is lifelong. Studies have shown that the child is educated by the experiences it is exposed to in the womb even before it is born. Education also refers to a discipline, a body of theoretical and applied research relating to understanding and improving the processes of teaching and learning. Consumer Survey conducted in Saudi Arabia, Monday, November 14 - 2005 highlighted the consumer education and knowledge contributing vital role in their brand loyalty.

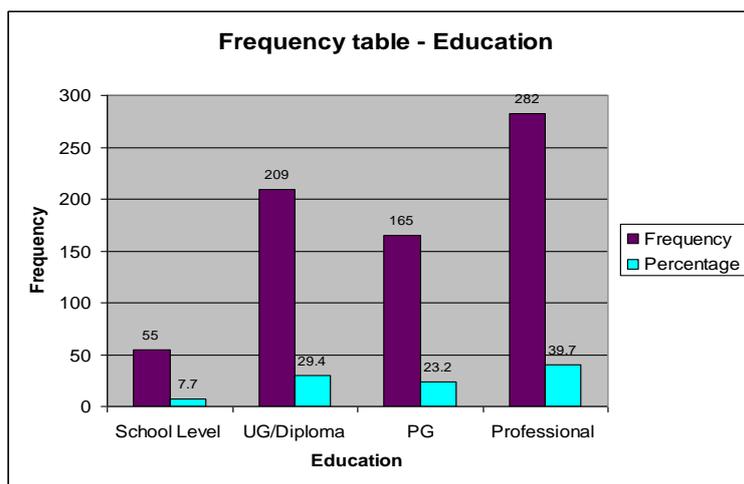
Education is an important factor to decide the actual characteristic features of the consumer. Mineral water is used by the entire consumer irrespective of education. The frequency table expresses the contribution of the consumer in their different levels of education in this study.

**Table 3.** Frequency table – Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	School level	55	7.7	7.7	7.7
	UG/Diploma	209	29.4	29.4	37.1
	PG	165	23.2	23.2	60.3
	Professional	282	39.7	39.7	100.0
Total		711	100.0	100.0	

From the above table it is found that out of 711 samples, 55 are in the grade of School level, 209 are UG/diploma, 165 are PG, and 282 are professionals. In percentage analysis, it is ascertained that 7.70% consumers are in the grade of school level, 29.4% are UG/diploma, 23.2% are PG, 39.7% are Professional, use the packaged drinking mineral water. The study reveals that the consumer above the graduates level 92.3% use the packaged drinking mineral water.

**Figure 3**



#### 4.5 Occupation

Occupation may refer to the principal activity that earns money for a person that may be employment, profession or business. Occupation is a vital factor in their brand Loyalty (Maria S. K. Yuen, Ellie M. Fossey 2003) pointed out that occupational status is likely to capture the effects of a number of underlying forces that influence lifestyle and consumption patterns. Mineral water is used by all consumers irrespective of their occupation. In this study, the frequency table expresses the contribution of the consumer in their different categories of occupation.

**Table 4.** Frequency table - Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Govt.employee	96	13.5	13.5	13.5
	Private sector	340	47.8	47.8	61.3
	Business/ Self employed	114	16.0	16.0	77.4
	House wife	70	9.8	9.8	87.2
	Student	91	12.8	12.8	100.0
Total		711	100.0	100.0	

From the above table it is found that out of 711 samples, 96 are Government employees, 340 are working in private sectors, 114 are business people, 70 are housewife the balance 91 are student. In percentage analysis, it is ascertained that 13.50% consumers are Government employees, 47.8% are private sector employees, 16% are businessman, 9.8% are housewife balance 12.8% are student, using package drinking mineral water. Hence, Government, private sectors and student are major part in the usage of packaged drinking mineral water.

**Figure 4**

**4.6 Marital Status**

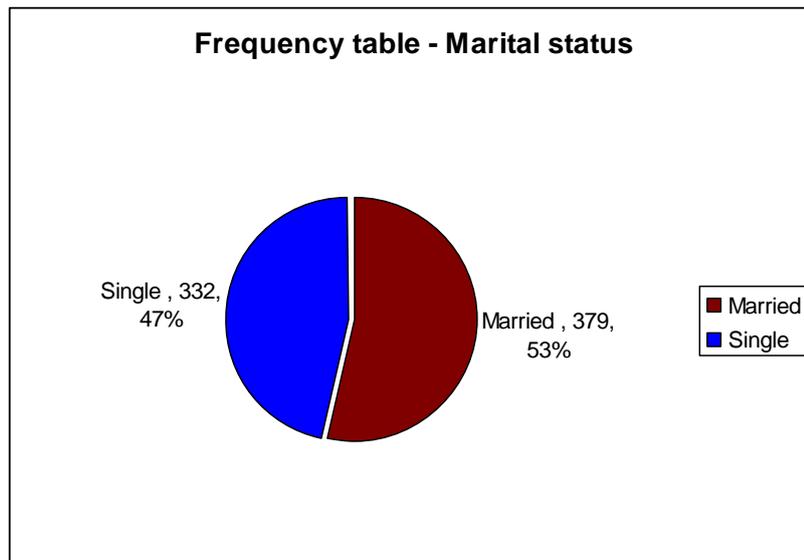
Marital status refers to the (legal) conjugal status of each individual in relation to the marriage of the country (de jure status). In this study the frequency table expresses the contribution of the consumer using packaged drinking mineral water according to their marital status.

**Table 5. Frequency table - Martial status**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	379	53.3	53.3	53.3
	Single	332	46.7	46.7	100.0
Total		711	100.0	100.0	

From the above table it is found that out of 711 samples, 379 are married, 332 are single. In percentage analysis, it is ascertained that 53.3 % are married, 46.7% are single, use packaged drinking mineral water.

**Figure 5**



**V: INFLUENCE OF DEMOGRAPHIC VARIABLES**

**5.1 ANOVA**

In statistics, analysis of variance (ANOVA or – sometimes - A.N.O.V.A.) is a collection of statistical models, and their associated procedures, in which the observed variance is partitioned into components due to different explanatory variables. The initial techniques of the analysis of variance were developed by the statistician and geneticist R. A. Fisher in the 1920s and 1930s, and is sometimes known as Fisher's ANOVA or Fisher's analysis of variance, due to the use of Fisher's F-distribution as part of the test of statistics. In this section ANOVA will be used to test for statistical differences of dependent variables among independent factors.

**5.2 Demographic Variables and Brand Loyalty**

Multi-segmenting methodology is proposed for comparing the segmenting capabilities of segmentation variables and providing complete market segmentation information. Demographic and psychographic variables based on the differentiation of consumer brand preference were used to elicit the characteristics of market segments. In a comparative evaluation, the multi-combination variables of demographic segmentation exhibited market-segmenting capabilities equivalent to those of psychographic segmentation (Demogra Chin-Feng Lin 2002). Paper by (Reichheld.F and Detrick.c 2003) related to loyalty for cutting costs was evaluated. It is necessary to incorporate demographic variables in the model of consumer and it depends upon the purpose for which the model has been constructed. The estimation of unbiased behavioral parameters for economic variables require in which the demographic variables be included in the model. Their movements are correlated with

gender, age group, education, employment and family size. Impact of brand loyalty on buying behaviour in particular to women consumer was detailed by (Mukta Srivastava 2015).

**Table 6 Descriptives for gender**

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		
					Lower Bound	Upper Bound	
TSBK	Male	412	3.9102	.72387	.03566	3.8401	3.9803
	Female	299	3.9793	.69589	.04024	3.9001	4.0585
	Total	711	3.9392	.71256	.02672	3.8868	3.9917
TSPPB	Male	412	3.7315	.62001	.03055	3.6714	3.7915
	Female	299	3.7908	.63371	.03665	3.7187	3.8629
	Total	711	3.7564	.62605	.02348	3.7103	3.8025

Descriptives for relationship between gender and various elements of brand loyalty are shown in above table. From the above table it is found that the mean values of male and female customer of packaged drinking mineral water ranges from 3.73 to 3.97 and the significant difference among the male and female customer of packaged drinking mineral water is presented in table below.

**Table 7 Anova For Gender**

		Sum of Squares	Df	Mean Square	F	Sig.
TSBAW	Between Groups	.065	1	.065	.234	.629
	Within Groups	195.904	709	.276		
	Total	195.968	710			
TSBAS	Between Groups	1.035	1	1.035	3.732	.054
	Within Groups	196.623	709	.277		
	Total	197.658	710			
TSBUT	Between Groups	.008	1	.008	.026	.873
	Within Groups	227.501	709	.321		
	Total	227.509	710			
TSBK	Between Groups	.827	1	.827	1.629	.202
	Within Groups	359.669	709	.507		
	Total	360.495	710			
TSPD	Between Groups	.160	1	.160	.659	.417
	Within Groups	172.187	709	.243		
	Total	172.347	710			
TSPPB	Between Groups	.610	1	.610	1.558	.212
	Within Groups	277.666	709	.392		
	Total	278.276	710			
TSPMMI	Between Groups	.734	1	.734	2.833	.093
	Within Groups	183.596	709	.259		
	Total	184.330	710			

The analysis of variables reviewed that there is no significant difference between male and female consumer in perception of various elements of brand loyalty. So it is concluded that the male and female consumer of drinking mineral water possess some perception about brand awareness and brand association. It is found that male and female consumer use same brand utility and brand knowledge. It is identified that the male and female consumer performs same type of purchase decision and post purchase behavior. The promotion and marketing mix of packaged drinking mineral water is equally attracting the male and female consumer.

**5.3 Age**

The age is important factor in the demographic character of packaged drinking mineral water. A study, the proportion of UK adults drinking bottled water was approximately 50% in 2004. The propensity to purchase still bottled water is highest among those aged 15-24 at 58%, and declines with age to stand at just 26% among the over-65s. The proportion of Scottish adults drinking bottled water was approximately 54% in April 2006. The propensity to purchase still bottled water is highest among those aged 35-44 years, Relationship between different age group on the various elements of brand loyalty of packaged drinking mineral water is displayed in the table below.

**Table 8** Descriptives for age

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
						Lower Bound	Upper Bound
TSBAS	<25	211	3.8365	.52603	.03621	3.7651	3.9079
	26-35	291	3.7388	.54063	.03169	3.6765	3.8012
	36-45	117	3.6168	.54723	.05059	3.5166	3.7170
	46-55	32	3.8229	.34376	.06077	3.6990	3.9469
	Above 55	60	3.7417	.46072	.05948	3.6226	3.8607
	Total	711	3.7518	.52763	.01979	3.7129	3.7906
TSBK	<25	211	3.9327	.71489	.04922	3.8357	4.0297
	26-35	291	3.9835	.67344	.03948	3.9058	4.0612
	36-45	117	3.8444	.81668	.07550	3.6949	3.9940
	46-55	32	4.0000	.60960	.10776	3.7802	4.2198
	Above 55	60	3.9000	.72393	.09346	3.7130	4.0870
	Total	711	3.9392	.71256	.02672	3.8868	3.9917
TSPPB	<25	211	3.8229	.62125	.04277	3.7386	3.9072
	26-35	291	3.7776	.61099	.03582	3.7071	3.8481
	36-45	117	3.5987	.70300	.06499	3.4700	3.7274
	46-55	32	3.7372	.56156	.09927	3.5348	3.9397
	Above 55	60	3.7379	.55014	.07102	3.5958	3.8800
	Total	711	3.7564	.62605	.02348	3.7103	3.8025

It is found from the above table that the mean values of age group <25, 26-35, 36-45, 46-55 and above 55 of packaged drinking mineral water ranges from 3.5 to 4.2. The significant difference among difference age group of consumer packaged drinking mineral water is presented in the table below.

**Table 9 ANOVA for Age**

		Sum of Squares	Df	Mean Square	F	Sig.
TSBAW	Between Groups	2.282	4	.570	2.079	.082
	Within Groups	193.687	706	.274		
	Total	195.968	710			
TSBAS	Between Groups	3.862	4	.966	3.518	.007
	Within Groups	193.795	706	.274		
	Total	197.658	710			
TSBUT	Between Groups	.421	4	.105	.327	.860
	Within Groups	227.088	706	.322		
	Total	227.509	710			
TSBK	Between Groups	1.841	4	.460	.906	.460
	Within Groups	358.654	706	.508		
	Total	360.495	710			
TSPD	Between Groups	.640	4	.160	.658	.622
	Within Groups	171.707	706	.243		
	Total	172.347	710			
TSPPB	Between Groups	4.007	4	1.002	2.579	.036
	Within Groups	274.269	706	.388		
	Total	278.276	710			

TSPMMI	Between Groups	2.325	4	.581	2.254	.062
	Within Groups	182.005	706	.258		
	Total	184.330	710			

From the above ANOVA table, It is ascertained that the two elements Brand association and post purchase behavior differ significantly with respect to age of consumer package drinking mineral water, From the descriptive table of brand association and post purchase behavior, it is concluded that the consumer in the age group <25 has (3.83) is high association with brand of packaged drinking mineral water. The consumer in the age group 36-45 (3.73) have moderate brand association but less than the youngster. Other age groups of consumer have only moderate brand association of packaged drinking mineral water. In the case of post purchase behavior, it is observed microscopically and found that the youngsters of age group <25 severely react to the brand performance. Other age group especially in the age group 36-45 behaves moderately on the performance of the brand after their purchase. Other brand loyalty elements do not differ in respective to the age group. It is concluded that the consumers in the age group <25 has more reaction to product recalls, product judgment and behavior intentions in the packaged drinking mineral water than the other age group of consumers.

#### 5.4 Education

Sometimes educations systems can be used to promote doctrines or ideals as well as knowledge, Life-long or adult education have become widespread in many countries. However, education is still seen by many as something aimed at children, and adult education is often branded as adult learning or lifelong learning. Education takes on many forms, from formal class-based learning to self-directed learning. Lending libraries provide inexpensive informal access to books and other self-instructional materials. Many adults have also taken advantage of the rise in computer ownership and internet access to further their informal education. Education has vital role in demographic variables so the relationship between different levels of education in various elements of brand loyalty of packaged drinking water shown in the table below.

**Table 10 Descriptives for Education**

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
						Lower Bound	Upper Bound
TSBUT	School level	55	3.8876	.46287	.06241	3.7625	4.0127
	UG /Diploma	209	3.9052	.55522	.03841	3.8295	3.9809
	PG	165	3.9399	.52689	.04102	3.8590	4.0209
	Professional	282	3.8359	.61136	.03641	3.7642	3.9076
	Total	711	3.8844	.56607	.02123	3.8427	3.9261
TSBK	School level	55	3.9091	.59107	.07970	3.7493	4.0689
	UG /Diploma	209	3.9292	.69390	.04800	3.8346	4.0238
	PG	165	4.0521	.64841	.05048	3.9524	4.1518
	Professional	282	3.8865	.77682	.04626	3.7955	3.9776
	Total	711	3.9392	.71256	.02672	3.8868	3.9917
TSPD	School level	55	3.9307	.45749	.06169	3.8070	4.0544
	UG /Diploma	209	3.8950	.48462	.03352	3.8290	3.9611
	PG	165	3.9795	.45695	.03557	3.9093	4.0498
	Professional	282	3.8613	.52156	.03106	3.8001	3.9224
	Total	711	3.9040	.49269	.01848	3.8677	3.9403
TSPMMI	School level	55	3.8242	.43852	.05913	3.7057	3.9428
	UG /Diploma	209	3.9414	.49245	.03406	3.8742	4.0085
	PG	165	3.9348	.42919	.03341	3.8689	4.0008
	Professional	282	3.8324	.56983	.03393	3.7657	3.8992
	Total	711	3.8876	.50953	.01911	3.8501	3.9251

It is found from the above table that the mean values of different levels of education, school, UG, PG and professional are ranges between 3 and 4. The prominent differences among difference age group of consumer packaged drinking mineral water are exhibited in table below.

**Table 11** Anova For Education

		Sum of Squares	Df	Mean Square	F	Sig.
TSBAW	Between Groups	.134	3	.045	.162	.922
	Within Groups	195.834	707	.277		
	Total	195.968	710			
TSBAS	Between Groups	2.042	3	.681	2.460	.062
	Within Groups	195.616	707	.277		
	Total	197.658	710			
TSBUT	Between Groups	1.263	3	.421	1.315	.268
	Within Groups	226.246	707	.320		
	Total	227.509	710			
TSBK	Between Groups	2.957	3	.986	1.949	.120
	Within Groups	357.538	707	.506		
	Total	360.495	710			
TSPD	Between Groups	1.513	3	.504	2.087	.101
	Within Groups	170.834	707	.242		
	Total	172.347	710			
TSPPB	Between Groups	.416	3	.139	.353	.787
	Within Groups	277.860	707	.393		
	Total	278.276	710			
TSPMMI	Between Groups	2.052	3	.684	2.652	.048
	Within Groups	182.278	707	.258		
	Total	184.330	710			

It is ascertained from the above table that the components Brand Utility, Brand knowledge, Purchase decision and Promotion and marketing mix defer significantly with respect to education of consumer packaged drinking mineral water, In the descriptive table, the brand utility of UG /diploma has value (3.90 ) and PG has (3.93) It shows that they have more concern on the brand utility of the packaged drinking mineral water than the other consumers. It proves that satisfaction and speedy effectiveness of the mineral water is more attractive to the consumers.

In case of brand knowledge, the consumers of UG/Diploma level has value (3.92) and PG has value (4.03) than the professional and school level consumer of packaged drinking mineral water. In purchase decision, School level has value (3.93) is higher than other consumers. It explains that the price and the attractive package is stimulating factor for them. In promotion and marketing mix of packaged drinking mineral water the consumer of UG/Diploma has value (3.94) is significant and more value than that of other consumer. It explains that the effective advertisement attract the consumer however door selling is preferred by all the consumers. It is concluded that satisfaction, speedy effectiveness, attractive package and advertisement are influencing factors in the brand of packaged drinking mineral water.

### 5.5 Occupation

Loyalty behavior and loyalty motives for a range of service industries varies with three demographic characteristics (age, sex and occupation) age and occupation are associated with service loyalty (repurchase intention and loyalty behavior) across the three industries studied. While numerous published works have extensively examined customer retention models and even motives for loyalty, none to date has systematically examined which consumer segments are more or less predisposed to exhibit loyal behavior in a services context. (Paul G. Patterson 2007) in his study examine whether loyalty behavior and loyalty motives for a range of service industries varies with three demographic characteristics (age, sex and occupation).

Involvement of consumers of various occupation in the packaged drinking mineral water towards different elements of brand loyalty are given in the table below.

**Table 12** Descriptives for Occupation

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
						Lower Bound	Upper Bound
TSBAS	Govt Employee	96	3.6597	.53416	.05452	3.5515	3.7680
	Private sector	340	3.7544	.57513	.03119	3.6931	3.8158
	Bus./self emp..	114	3.7237	.41353	.03873	3.6470	3.8004
	House wife	70	3.7000	.50965	.06091	3.5785	3.8215
	Student	91	3.9139	.44331	.04647	3.8216	4.0062
	Total	711	3.7518	.52763	.01979	3.7129	3.7906
TSBUT	Govt Employee	96	3.9157	.63221	.06453	3.7876	4.0438
	Private sector	340	3.8500	.58753	.03186	3.7873	3.9127
	Bus./self Emp..	114	3.8979	.52330	.04901	3.8008	3.9950
	House wife	70	3.8623	.53003	.06335	3.7360	3.9887
	Student	91	3.9800	.48082	.05040	3.8799	4.0802
	Total	711	3.8844	.56607	.02123	3.8427	3.9261
TSBK	Govt Employee	96	4.0521	.77391	.07899	3.8953	4.2089
	Private sector	340	3.9429	.75425	.04090	3.8625	4.0234
	Bus./Self emp.	114	3.9211	.62605	.05864	3.8049	4.0372
	House wife	70	3.8686	.71090	.08497	3.6991	4.0381
	Student	91	3.8835	.57431	.06020	3.7639	4.0031
	Total	711	3.9392	.71256	.02672	3.8868	3.9917
TSPD	Govt Employee	96	3.9069	.59707	.06094	3.7859	4.0279
	Private sector	340	3.8743	.52667	.02856	3.8181	3.9304
	Bus./Self Emp	114	3.9315	.38778	.03632	3.8595	4.0034
	House wife	70	3.9071	.44675	.05340	3.8006	4.0137
	Student	91	3.9753	.37764	.03959	3.8966	4.0539
	Total	711	3.9040	.49269	.01848	3.8677	3.9403
TSPPB	Govt Employee	96	3.6681	.69554	.07099	3.5272	3.8090
	Private sector	340	3.7436	.65085	.03530	3.6742	3.8130
	Bus./Self Emp	114	3.7341	.57290	.05366	3.6277	3.8404
	House wife	70	3.7273	.58631	.07008	3.5875	3.8671
	Student	91	3.9481	.51254	.05373	3.8413	4.0548
	Total	711	3.7564	.62605	.02348	3.7103	3.8025

From the above table, it is established that the mean value of different category of occupations such as Govt.employee, Private sector, businessman, house wife and student of consumer packaged drinking mineral water, are in the series of 3.5 to 3.8.

The significant differences among the various occupations of consumer packaged drinking mineral water are displayed under the table.

**Table 13** Anova For Occupation

		Sum of Squares	df	Mean Square	F	Sig.
TSBAW	Between Groups	.404	4	.101	.365	.834
	Within Groups	195.564	706	.277		
	Total	195.968	710			
TSBAS	Between Groups	3.486	4	.871	3.169	.014
	Within Groups	194.172	706	.275		
	Total	197.658	710			
TSBUT	Between Groups	1.383	4	.346	1.080	.365
	Within Groups	226.126	706	.320		

	Total	227.509	710			
TSBK	Between Groups	1.897	4	.474	.934	.444
	Within Groups	358.598	706	.508		
	Total	360.495	710			
TSPD	Between Groups	.850	4	.213	.875	.478
	Within Groups	171.497	706	.243		
	Total	172.347	710			
TSPPB	Between Groups	4.263	4	1.066	2.746	.028
	Within Groups	274.013	706	.388		
	Total	278.276	710			
TSPMMI	Between Groups	2.266	4	.567	2.197	.068
	Within Groups	182.064	706	.258		
	Total	184.330	710			

From the above table the proper elements of Brand association, Utility, knowledge, Purchase decision and post purchase behavior differ significantly with respect to occupation of consumer packaged drinking mineral water. In the descriptive table, the brand association of student has (3.91) is higher than other consumer such as Govt. employees, Private sector, self employed and house wife. It is quite obvious that student more interested in life style and attracted by brand association of advertisement and beautiful container of the mineral water. In brand utility, Student has (3.98) is higher than that of others. It means student like the speedy effectiveness of usage and feeling good satisfaction of the brand than the other consumer of packaged drinking mineral water. In Brand knowledge, Govt. employees has value (4.05) is more compared to Private sector (3.94), self employed (3.92), house wife (3.82) and the student (3.88) It is explicit that the working people have more knowledge on the brand of packaged drinking mineral water than that of student and house wife.

In purchase decision and post purchase behavior, the student has (3.97) and (3.94) respectively more than the other consumer It is explicit that student shows more response on selected brands which are medically fit to use and immediate reaction on satisfaction of mineral water usage. It comes into view that the students show high purchase decision and post purchase behavior in the packaged drinking mineral water. It is found from the study working consumers have more knowledge on the brand of packaged drinking mineral water however the student shows immediate reaction on satisfaction of mineral water.

### 5.6 Marital Status

In demographic factors, marital status plays a vital role. It's contribution in the packaged drinking mineral water towards different elements of brand loyalty is given in the table below.

**Table 14 Descriptives for marital status**

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
						Lower Bound	Upper Bound
TSBAW	Married	379	3.7757	.51842	.02663	3.7234	3.8281
	Single	332	3.8333	.53231	.02921	3.7759	3.8908
	Total	711	3.8026	.52537	.01970	3.7639	3.8413
TSBAS	Married	379	3.6794	.51096	.02625	3.6278	3.7310
	Single	332	3.8343	.53495	.02936	3.7766	3.8921
	Total	711	3.7518	.52763	.01979	3.7129	3.7906
TSBUT	Married	379	3.8350	.59773	.03070	3.7746	3.8953
	Single	332	3.9409	.52282	.02869	3.8844	3.9973
	Total	711	3.8844	.56607	.02123	3.8427	3.9261
TSBK	Married	379	3.8865	.73787	.03790	3.8120	3.9611
	Single	332	3.9994	.67863	.03724	3.9261	4.0727
	Total	711	3.9392	.71256	.02672	3.8868	3.9917
TSPD	Married	379	3.8798	.50904	.02615	3.8284	3.9312
	Single	332	3.9317	.47258	.02594	3.8806	3.9827
	Total	711	3.9040	.49269	.01848	3.8677	3.9403
TSPPB	Married	379	3.7038	.63924	.03284	3.6392	3.7683
	Single	332	3.8165	.60603	.03326	3.7511	3.8820
	Total	711	3.7564	.62605	.02348	3.7103	3.8025
TSPMMI	Married	379	3.8483	.54247	.02786	3.7935	3.9031
	Single	332	3.9325	.46588	.02557	3.8822	3.9828
	Total	711	3.8876	.50953	.01911	3.8501	3.9251

From the above table, it is found that the mean value of marital status of consumer packaged drinking mineral is in the range of 3.6 to 3.9. The principal difference of marital status of consumer packaged drinking mineral water is shown under the table.

**Table 15 ANOVA for Marital Status**

		Sum of Squares	df	Mean Square	F	Sig.
TSBAW	Between Groups	.587	1	.587	2.131	.145
	Within Groups	195.381	709	.276		
	Total	195.968	710			
TSBAS	Between Groups	4.247	1	4.247	15.570	.000
	Within Groups	193.410	709	.273		
	Total	197.658	710			
TSBUT	Between Groups	1.984	1	1.984	6.237	.013
	Within Groups	225.525	709	.318		
	Total	227.509	710			
TSBK	Between Groups	2.254	1	2.254	4.461	.035
	Within Groups	358.241	709	.505		
	Total	360.495	710			
TSPD	Between Groups	.476	1	.476	1.965	.161
	Within Groups	171.871	709	.242		
	Total	172.347	710			
TSPPB	Between Groups	2.251	1	2.251	5.781	.016
	Within Groups	276.025	709	.389		
	Total	278.276	710			
TSPMMI	Between Groups	1.255	1	1.255	4.858	.028
	Within Groups	183.075	709	.258		
	Total	184.330	710			

It is ascertained from the above table that the elements of Brand awareness, association, Utility, knowledge, Purchase decision, post purchase behavior and promotion and marketing mix defer significantly with respect to Martial status. In all the above cases the single has mean value 3.8 to 3.9 which is higher than the married people with the mean value 3.6 to 3.8. It illustrates that before marriage, the single has more individuality in decision making and high association with the brand awareness and utility. The single has more knowledge on the brand with quick purchase decision and immediate response with purchase behavior than the married consumer has of packaged drinking mineral water.

#### IV: Conclusion

The study examined how the consumers are loyal to a product with special reference to packaged drinking mineral water. It is investigated the circumstances and effects that come with it. It will start of by thoroughly re- viewing literature of elements of brand loyalty and analyzed the key success factors stimulating brand loyalty and how these factors are influenced by different conditions through statistical analysis. Brand loyalty is based on the amount of brand commitment. The amount of commitment is not fixed, but can be considered as a continuum. The amount of commitment is based on the type of brand satisfaction. From the study it is found that 27.14% of consumers are moderate of packaged drinking mineral water in the population. Then it is observed that 63.29 % of consumer is highly aware of all the elements of brand loyalty. Among the demographic variables age which ia very important factor it is evident from the findings that the age group of less than 25 is having high association with brand of packaged drinking water which is 3.83.

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