

Decision-making patterns and brand loyalty among consumers

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Abstract:

The importance of health to buyers has increased, and more individuals are becoming conscious of the benefits of consuming nutritious drinks like herbal tea. Moreover, healthy green tea protects against several fatal diseases. The production of green tea is expanding worldwide, especially in India. The sector has grown significantly due to significant customer interest and expenditure. The market for green tea in India was worth US\$ 1,247.36 million in 2018 and is anticipated to rise to US\$ 2,112.47 million by 2027 at a compound annual growth rate (CAGR) of 6.1%. Lipton green tea is among India's most widely used green tea products.

Due to the increasing demand for Lipton green tea, its expanding market value, and its favorable customer advantages, it is important to examine how consumers behave toward the product. Hence, this research investigates the factors influencing consumer behavior and commitment to Lipton green tea.

A well-crafted questionnaire was used to survey 50 consumers. The investigators performed Chi-square and correlation analyses using the Statistical Package for Social Sciences (SPSS) version 19.0 as a technique for analyzing the data. The results of this study demonstrate that perception values (brand understanding, relationship with the brand, and brand commitment), along with perceived excellence, are the primary variables influencing Indian consumers' decisions regarding Lipton liquid green tea. Additionally, repurchase and word-of-mouth behavior are examples of consumer loyalty behaviors that have a favorable relationship with decision-making. The importance of health to buyers has increased, and more individuals are becoming conscious of the benefits of consuming nutritious drinks like herbal tea. Popular and healthy green tea protects against several fatal diseases. The production of green tea is expanding worldwide, especially in India. The sector has grown significantly due to significant customer interest and expenditure. Depending on these conclusions, this study recommends future advertising research-creation and methods for creating an advertising plan that effectively meets client needs.

Keywords: Consumer behavior, loyalty; buying decisions; marketers; revenue

1. Introduction

Teas are known to have medicinal properties in Asia and everywhere globally. Black and green teas are two common kinds of tea that have acquired recognition in recent years. The "Camellia sinensis" plant is the source of both varieties of tea (Atilgan et al., 2005; Kamolshotiros, 2012; Wei, 2012). The distinctions between black and green tea are obvious, even though they come from the same source. Initially, green tea was grown in China and Japan, while black tea was manufactured in Sri Lanka, Indonesia, and South Africa. In the words of Kamolshotiros (2012), green tea is better for people's wellness than black tea since it has greater amounts of antioxidants that can fend against conditions like cancer and high cholesterol.

Based on a biochemistry research group at Boston University School of Medicine, green tea contains significant anti-inflammatory and anti-cancer antioxidant flavonoids, including epigallocatechin-3-gallate. The market for green tea beverages is expanding rapidly. According to Tsai et al. (2007), the market value of green tea drinks in India is more than 9 billion baht. Despite not being the first company to make green tea, the Lipton Group Public Limited Company dominates the market with more than half the share.

Consumers have become more aware of their health recently (Wei, 2012; Kamolshotiros, 2012; Ajagbe et al., 2014). Therefore, studying how customers behave toward goods and services that contain healthy ingredients and chemicals is crucial. Consumer behavior in Indianland is significantly influenced by goods and services linked to health advantages, especially for urban customers. Businesses, including gyms, spas, and suppliers of nutritious food and beverages, particularly in the green tea sector, have grown due to the healthy living movement. The success of the Lipton green tea firm has made this research essential since the corporation must modify and develop both its product and brand to maintain its place in the market.

Therefore, studying consumer behavior has several benefits for understanding how they make decisions about their purchases. According to Blackwell et al. (2006), companies should research consumer buying behavior, motives, and habits to develop marketing

strategies to meet their demands. Previous studies have looked at consumer behavior and the marketing mix in the marketing field, but none have looked at how consumers behave towards Lipton green tea.

To better understand the elements driving consumer choice for Lipton green tea in India and how they have contributed to consumer loyalty. The particular study concentrated on the connection between making decisions and consumer loyalty behaviors, as well as the perception of value, perceived quality, and advertising for sales as the determining elements.

2. Literature Review

2.1. Consumer Behavior

Various consumer behavior replicas currently in use have been utilized in the literature to explain why it is important for businesses and marketers to appreciate and be skilled at manufacturing valuable products and services to gratify consumer requirements. According to Blackwell et al. (2001), consumer behavior is the act of acquiring, devouring, and ordering goods or services by individuals.

Consumer behavior was further defined by Gabbott and Hogg (1998) and Blackwell et al. (2006) as the actions and procedures people use to decide whether to buy or discard goods or services based on their personal experiences and views. According to Frederick and Salter (1995), consumers' satisfaction stems from the value package of factors that include pricing, goods and services, business reputation, and more.

However, they must understand the products and embrace the brand's standards to satisfy customers. The elements affecting the purchasing and decision-making processes connected to what customers buy are two additional perspectives that can be utilized to evaluate consumer behavior.

2.2. Consumer Behavior

Consumer behavior is the study of how people choose, Purchase, and use goods and services to gratify their requirements and preferences. Several variables, including

psychological, societal, and personal characteristics like Age, occupation, economic circumstances, lifestyle, and social considerations, influence consumer behavior.

Culture is a collection of principles or viewpoints that civilization picks up from families or additional significant institutions. One's daily routine and customs are directly tied to their culture. For instance, how to dress and act. It is why, according to Ida et al. (2020), culture is a factor that affects consumer behavior.

Social indicators—in this example, social status criteria, including employment, education, and residence—affect social behavior. Everyone has a choice in who they associate with and whether the group benefits them. Consumer behavior is also influenced by personal factors, which include each individual's lifestyle and financial situation. An individual with financial difficulties can afford or has available money. The way of life a person leads affects how they behave as a consumer. For instance, someone with a lavish lifestyle will surely influence consumer behavior. They will be devoted to using their resources to support their way of life (Febriantoro, 2018).

2.3. Customer Loyalty

According to Mowen and Minor (1998), loyalty refers to a person's loyalty to a particular thing. Achieving Customer Loyalty (Ahmad Mardalis) defines loyalty as the state in which a consumer has a favorable mindset about a brand, is committed to the brand, and intends to continue making purchases from the company in the future. Loyal consumers have a high level of consistency when using a particular brand (Mardalis, 2005).

The experts mentioned above define loyalty as founded on attitudes and behavior. Differentiating between loyalty and repurchase behavior is essential in the behavioral approach.

Repurchase behavior can be defined as customer behavior that excludes emotional and ownership factors and only involves buying a thing repeatedly. Contrarily, loyalty reflects a customer's desire for a product. It implies that the attitude component is covered.

Cognitive, emotional, and conative stages all contribute to the development of loyalty. Customers typically develop loyalty towards the mental aspect first, followed by the emotive aspect, and eventually the conative component. These three features are typically in agreement, even though not all situations experience the same thing.

2.4. Repeat Purchase

Interest earned on repurchases (Komunda & Osarenkhoe, 2012) handling service failures well has a favorable effect on customer satisfaction. The intention to repurchase is a mental statement expressing a buyer's intention to purchase a specific product or service from a specific brand or business within a specific time frame. (2013) Firmawan Adixio & Saleh

RepurchaseAccordinging interpretation is a con repurchase interest umer commitment created after acquiring a good or service. Consumers' favorable impressions of a brand and satisfaction with their purchases lead to this commitment. 2017 (Wingsati & Prihandono)

If consumers inform numerous people about poorly handled customer complaints, especially if the complaint is made through the media, difficulties may result. However, if handled correctly, it will result in happiness.

The buyer's intent to make another purchase is essential for recurrent purchase behavior at the same shop. Customer repeat purchases and retail's capacity to endure in the face of competition are two factors that define its success. 2019 (Saidani et al.)

Repurchase interest typically develops due to a satisfied customer's opinion of a used good or service. RepurchaseInion of (Utami, 2010), is the repurchase interest sult of satisfied customers brought on by the effective resolution of client grievances (Ekaprana et al., 2020).

2.5 Purchase Interest

Interest is a customer's hunger for further knowledge about a product (Schiffman & Kanuk, 2004). (Rizky, M.F., & Yasin, 2014) assert that prospective purchasers' interests frequently clash with their financial situation. Consumers have a secret urge that drives their purchasing behavior. Each person's secret purchasing interest prevents others from knowing what consumers desire and anticipate.

The processes of learning and thinking that shape perception lead to a person's buying interest. This purchasing interest prompts a drive that persists in his memory and develops into a potent desire that, when a consumer wants to meet needs, will bring about what is in his mind. In Keller's words (1998), consumer interest refers to customers' propensity to purchase a particular brand.

Buyers with an upbeat disposition regarding the product would be interested in buying it, claims Nulufi (2015). This hypothesis can be supported by the fact that people make purchases after researching the products they intend to buy. Consumer interest in a good or service sometimes translates into consumer intent to purchase.

3. Data Analysis

FollowingThendents who took participants' demographic details. Seventeen males and 33 females are present. The majority of them are in the age group of 18 to 40 years. In addition, females between the ages of 17 and 28 make up the majority of survey respondents. In addition, 23 (43.0%) of the respondents make between 25000 and 40,000 INR a month, 17 (35.0%) receive between 5001 and 21,000 INR, and 7 (13.0%) make between 40,001 and 55,000 INR. Only 5 (10%) of the 50 respondents make more than 50,000 INR.

Furthermore, 67% of those polled identify as learners. Just one (2.0%) of 50 respondents is a business proprietor, whereas 7 (13.0%) of those surveyed have jobs and are homemakers. The Cronbach alpha coefficients for the variables utilized in this investigation are shown in Table 1

Table no1: Cronbach alpha coefficients of variables

Variables	Cronbach's alpha	No of items
Brand consciousness	0.783	3
Brand relationship	0.863	3
Brand faithfulness	0.987	2
Perceived excellence	0.792	5
Sales endorsement	0.892	2

3.1. Testing of Hypothesis

Chi-square analysis determines the discrepancy between the anticipated information and what was found about the hypothesis. As suggested by Pallant (2007), the Pearson product-moment correlation coefficient is utilized for assessing the strength and direction of the connection between the two variables in question.

3.2. Chi-square calculation

In this part, Chi-square analyses are used to look at the association between Age, gender, income, and the choice to consume Lipton beverages green tea.

The first hypothesis holds that demographic information and choices regarding beverage intake of green tea are related.

Age and the choice to consume a Lipton beverage of green tea are related, according to hypothesis 1.1.

H₀: No association exists between age and purchasing choices for Lipton beverages or green tea.

H_a: There is a connection between a person's decision-making process and their Age when drinking green tea.

Table 2 indicates the relationship between Age and decision-making for the Lipton beverage green tea, with a P value of 0.195 (>0.05) accepting the null hypothesis and rejecting the alternative.

Cramer's V = 0.648 suggests a substantial association between these two variables, which means there is no connection between Age and making decisions for Lipton beverage green tea consumption. As a result, hypothesis 1.1 is disproved. Gender influences the decision to consume Lipton beverages and green tea, according to hypothesis 1.2.

H0: Gender and decisions regarding Lipton beverages and green tea intake are unrelated.

Ha! One's gender influences the decision to consume Lipton beverages or green tea.

Table No 2- Chi-square analysis for Age and making choices for Lipton beverage green tea use

Decision-making for Lipton beverage green tea use	Age		
	Ch-Square	Cramer's V	P Value
How much does each factor affect your decision to buy Lipton drinking green tea?	23.784	0.648	0.195

*Valid at the two-tailed 0.05 threshold of significance

Table No 3- Chi-square analysis of the relationship between sex and intake of Lipton beverages of green tea

Making choices about drinking green tea Lipton	Sex		
	Ch-Square	Cramer's V	P Value
How much does each factor affect your decision to buy Lipton beverages, green tea?	24.643	0.689	0.171

*Valid at the two-tailed 0.05 threshold of significance

According to Table 3, which shows the relationship between gender and decision-making for the Lipton beverage green tea, the alternative hypothesis was rejected, and the null hypothesis was accepted. $P = 0.171 (>0.05)$. There is no correlation between gender and the decision to consume Lipton green tea beverages, even though Cramer's V is 0.648, indicating a high significance level. Therefore, the result disproves hypothesis 1.2.

4. Discussion

The researcher chooses the following topic for discussion in light of the problem statement and theoretical investigation discussed above:

4.1. The connection between consumer behavior and customer loyalty

Consumer interest in using the goods or products we provide leads to loyalty. It takes a long procedure and time to win over loyal clients to cultivate this loyalty mentality. Customers are considered loyal if they regularly purchase goods or items from commercial individuals or businesses. Consumers who make repeated purchases within a

set time frame develop buying habits. However, if they do not make any purchases for a set amount of time, they cannot be considered customers, simply buyers or consumers.

Customer contentment with the goods provided, the caliber of the goods and services received, and the desire to make further purchases or maintain the seller-customer relationship are other factors that contribute to loyalty. In addition to loyalty to purchases, brand loyalty is categorized as follows: Customers with primary loyalty only purchase or show interest in one brand for a certain amount of time. Customers with separate loyalty purchase or show interest in two to three brands. Customers start switching from one brand to another in the third and fourth shifts in brand loyalty, respectively (Sasongko, 2021).

1) Paying respect to customer freedoms, where consumers have the right to be valued and appreciated because customers were our products or services, is one strategy to develop and sustain client loyalty.

2) Maintain connections with consumers, in which the relationship between a business and its clientele is essential in acquiring profits from consumer purchases or sales. Keeping relationships can also be used to discover consumer needs or desires and get customer feedback to create goods that are needed by the market. 3. Measure customer satisfaction. According to Sasongko (2001), keeping customers happy with the products and services they receive would help build credibility and brand recognition.

4.2. The connection between consumer behavior and repeated purchases

Repurchasing previously acquired or utilized products or services is a common habit. Repeat business demonstrates client interest in and confidence in our goods and services. Recurring customer purchases positively impact a firm's sustainability because repeat customer purchases ensure that sales will continue. The consumer culture of a person will have an impact on repeat purchases in terms of cultural elements. Repurchase behavior will develop if a person is at ease and has confidence in the caliber of what they have acquired. Another element influencing repurchase is a social or environmental one. If

someone possesses high-quality goods, they will inform society or the environment, which will spark a desire to repurchase them. 2017 (Wingsati & Prihandono)

4.3. Consumer Behaviour and Purchase Interest Correlation

In order to function effectively, a firm must comprehend the aspects, particularly those linked to trust, that can influence consumer interest in purchasing online. The description requires further study to determine how perceived risk variables and online customer interest relate. Because only a few studies address online business marketing in the Indonesian market, this research can help actors in the online business sector better understand their customers and serve as a reference. Online shoppers' enthusiasm for purchasing may decline due to the perceived rise in risk.

Consumers are generally concerned when they give their data to online shopping sites because there is a chance that it will be used inappropriately by third parties. Reduced perception may make people less eager to purchase. Customers who experience more or greater hazards tend to reconsider their plans to shop online. Online transactions are said to be hindered by consumer risk. Based on the evidence presented above, the authors speculate that there needs to be a better correlation between perceived risk issues and consumer interest in making online purchases.

5. Conclusion

This study has looked into how Indian consumers decide whether to buy Lipton green tea, which ultimately results in customer loyalty. It has examined the connection between the variables influencing consumers' loyalty behavior and their decision to purchase Lipton green tea. A variety of characteristics influences consumer purchasing behavior. However, this study primarily concentrated on four variables that affect consumers' choices when drinking Lipton green tea in India.

The findings of this study further demonstrate that neither sales promotions nor demographic factors significantly affect consumer choice. Additionally, it might be inferred from the results that Indian consumers have greater perceptual values for Lipton

green tea. The Lipton beverage firm may use an effective marketing approach to promote its brands and keep them continually in the minds of consumers as a result of these findings. The managers of Lipton Beverage Company should keep in mind the primary determinant factors that influence individual consumer purchasing decision-making as suggested by this study in light of this submission that consumers will repeatedly consume Lipton beverage green tea because of their favorable opinion of the product.

It can assist the business in developing effective marketing plans and advertising campaigns to reach its target audience and satisfactorily address their needs. The study also reveals that product quality is the second crucial factor influencing consumers' decisions to buy Lipton green tea. These results can be used to create and enhance Lipton green tea's quality by adding more new flavors in response to consumer demands and satisfaction.

In summary, Lipton and other businesses in the same industry can benefit from this study. These findings give businesses the tools they need to design and build effective marketing strategies to enhance the number of devoted customers and the business's overall performance and profitability.

Based on these findings, we recommend that the company consider not only the factors that influence consumer decision-making but also the outcomes of those decision-making processes, namely consumer loyalty behaviors, to gain a more thorough comprehension of consumer buying behavior towards Lipton beverage green tea. It suggests that, besides the four basic variables mentioned in the literature review section, consumers consider several other factors, such as the convenience of Purchase, taste, flavors, pricing, and packaging.

As a result, this study offers new perspectives for advertising development and research. It may also be a template for businesses wanting to respond quickly to customer needs to earn loyalty.

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