A Study on Brand Trust and Brand Loyalty on Consumer Preference of Organic Food Product Brands in Kerala State

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Abstract— Indian organic foods consumers' behaviour is worth investigating to sustain the continuous growth of organic foods consumption. Indian market for organic products has experienced rapid expansion through the introduction of certified organic products. Organic food industry captures the consumers in India through brands and labelling of organic food products. The purpose of the study is to evaluate the influence of Brand Trust (BT) and Brand Loyalty(BL) towards the consumer's preference on organic food products.

Keywords—— **Organic food, Brand Loyalty, Trust, Preference for Purchase**

I. INTRODUCTION

organic food product market is much vibrant when compared to conventional food product market due to the health consciousness of people all over the world. The existence of pesticides and other added preservatives has created an anxiety in the consumer's mind about the consumption of conventional food products. Agriculture is a prominent segment of the Indian economy as it accounts for approximately 11.6% (2012-13) of GDP and approximately 12% of total exports [1]. Organic industry and its development highly contribute to the economic growth of India since India is the largest producer of organic food products. In this view point the influence of brand loyalty and level of trust of the consumer towards organic products are evaluated to identify the ultimate effect on purchase decision of organic food products.

Organic products were defined as "agricultural products produced through natural versus synthetic process (Fisher, 1999)[2]. An organic product is every agricultural product and food stuff which is produced and labelled in accordance with the Act on the organic production of agricultural products and foodstuffs and the regulations based on it [6]. A type of organic product that is organic food is trending now as a new initiator in the market. The consumer's preferences towards the products are on rise. Certified organic products offer wide range of processed and non-processed food items which reduces the risk perception of the consumers. Branded & certified products are now a preferred category by the consumers. Brand name provides guarantee to the consumers for the quality.

The brand is according to the American Marketing Association defined as "name, term, sign, symbol or design or combination thereof, which are designed to identify the goods or services of one seller or group of sellers and to differentiate them from goods or services of competitors. The importance of brands for consumers lies in the symbolism of guaranteed quality and provided information, convenience of the consumer (Product identification, facilitate decision making, information about the properties of the product) and many other equally important factors [5] Brand Loyalty is a biased behavioural response expressed over a period of time by a consumer to a product or service [3]. It is the consumers behavioural perception about a product that makes him to use it for a long time. The preferences of the consumers towards the organic food products are influenced by the brand loyalty and in turn brand loyalty is affcetd by the level of trust that the consumer have about a particular brand. Chaudhuri and Holbrook (2001) define brand trust as "the willingness of the average consumer to rely on the ability of the brand to perform its stated function" [4]

The consumers of organic food products are the new niche market that is growing rapidly, it is so important to evaluate the consumer's preference towards these products and the influence of brand trust on the consumer's preference.

II. RESEARCH OBJECTIVES

The investigator has framed two main objectives for the study as follows;
- To evaluate the relationship between brand trust and brand loyalty towards organic food products.
- To analyse the relationship between consumer preference towards brand trust and brand loyalty of organic food products

III. METHODOLOGY

The investigator has used both primary and secondary data for the research. The primary data were collected from actual consumers of organic food products through structured questionnaire. The sample size for the study is 158 respondents who visited the shops in Kottayam District of Kerala State during the survey. The survey was conducted from October 2019-December 2019.

The researcher used correlation analysis and Multiple regression analysis as main tools for the study.

IV. VARIABLES OF THE STUDY

The researcher has identified three main variables for the study. Consumer Preference is the dependent variable with five items following five point Likert scale. Brand Loyalty with four items and Brand Trust with six items are the independent variables in the study.

The reliability for the variables was evaluated using Cronbach Alpha.

TABLE I
RELIABILITY ANALYSIS OF THE VARIABLES

S/N	Variable	Chronbach Alpha	N (NUMBER OF ITEMS)
1	CONSUMER PREFERENCE	0.875	5
2	BRAND LOYALTY	0.820	4
3	BRAND TRUST	0.904	6

V. DATA ANALYSIS

The researcher has used Karl Pearson's Correlation Analysis as a tool to find the relationship between the variables under the study.

HO_1: there is no significant relationship between consumer's preference with brand loyalty and brand trust of organic food products.

HO_2: there is a significant relationship between brand loyalty and brand trust of organic food products.

TABLE II
CORRELATION ANALYSIS OF CONSUMER PREFERENCE

Dependent variable	Correlation values(r)	
	Brand Loyalty	Brand Trust
Consumer Preference	.667**	.656**

**. Correlation is significant at the 0.01 level (2-tailed).

The consumer's preference towards the organic food products are having a moderate positive relationship with the brand loyalty and brand trust. It is evident that there exists a significant relationship with the consumer's preference with the independent variables Brand Loyalty(BL) and Brand Trust (BT).

HO: there is no significant relationship between brand loyalty and brand trust of organic food products.

TABLE 2
CORRELATION ANALYSIS OF LEVEL OF TRUST AND BRAND LOYALTY

Dependent variable	Correlation values(r)
	Brand Trust
Brand Loyalty	.826**

**. Correlation is significant at the 0.01 level (2-tailed).

Brand loyalty of the organic food product consumers are highly related with the level of trust that the consumers have about the organic food products. The results clearly depict that the higher the level of trust higher will be the brand loyalty and vice versa.

Regression Analysis

Regression technique is adopted to evaluate the impact of two factors such as Brand Loyalty and brand Trust towards the consumer preference on organic food products. Multiple regression analysis is applied to identify the variance in the outcome, which is R-square. The results are portrayed in the following tables.

HO: there is no significant difference between the consumer preference with brand loyalty and level of trust in the organic food product consumers.

Ha: there is significant difference between the consumer preference with brand loyalty and level of trust in the organic food product consumers

TABLE 3
REGRESSION ANALYSIS OF CONSUMER PREFERENCE

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.692a	.480	.473	.72607657

a. Predictors: (Constant), BRAND LOYALITY, BRAND TRUST

From the above table it is evident that the consumer preference is influenced by the factors such as Brand Loyalty(BL) and Brand Trust(BT). The R square value is 0.480, hence the null hypothesis is rejected and alternative hypothesis is accepted that means there exists a significant difference in the consumer preference due to the brand loyalty and level of trust of the consumers have about a brand.

ANOVA

| Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	75.286	2	37.643	71.403	.000b
	Residual	81.714	155	.527		
	Total	157.000	157			

a. Dependent Variable: CONSUMERPREFERENCE

b. Predictors: (Constant), BRAND LOYALITY, BRAND TRUST

From the above table it is clear that the obtained F value is 71.403, is significant at 0.05 level that means there exists a significant difference in the consumer preference based on brand loyalty and level of trust of organic food product consumers.

VI. CONCLUSIONS

The study found that the consumer's preference towards the organic food products are highly influenced by the brand loyalty that the consumer possess towards the products. The level of trust of the consumer about the organic food products highly positively influences the brand loyalty and in turn it affect the consumer preference towards organic food products. From the above findings the researcher has developed a model.
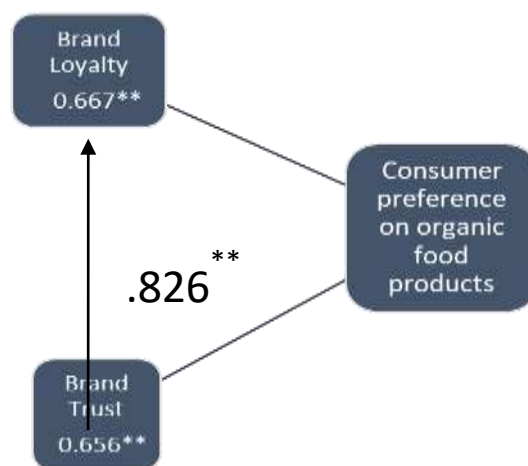
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