

A Study On Brand Loyalty About Oats Users With Special Reference To Salem Town, Tamil Nadu

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"Marketing battles take place in the mind of a consumer or prospect. That's where you win. That's where you lose."

Jack Trout, *Big Brands, Big Trouble*

INTRODUCTION

Brand loyalty is a consumer's preference to buy a particular brand in a product category. It occurs because users perceive that the brand offers the right product features, images, or level of quality at the right price. This perception becomes the foundation for a new buying habit. Basically, users initially will make a trial purchase of the brand and, after satisfaction, tend to form habits and continue purchasing the same brand because the product is safe and familiar. Oats have been used as livestock and human foods since ancient times. Some have been used as pasture, hay or silage; but most have been used as a feed grain. Oat straw has been important bedding for livestock through history. Several breakfast cereals and bread products are made from oat flour and rolled oat products. Oat hulls have also been used as a raw material for fermentation to furfural, a chemical solvent used in refining minerals and for making resin. Another oat product has been used as an antioxidant and stabilizer in ice cream and other dairy products. This paper aims at exploring the brand loyalty in oats among educated people in Salem town of Tamil Nadu. **Brand loyalty**, in marketing, consists of a consumer's commitment to repurchase the brand and can be demonstrated by repeated buying of a product or service or other positive behaviors such as word of mouth advocacy. True brand loyalty implies that the consumer is willing, at least on occasion, to put aside their own desires in the interest of the brand. Brand loyalty has been proclaimed by some to be the ultimate goal of marketing. However, Brand loyalty is more than simple repurchasing. Customers may repurchase a brand due to situational constraints, lack of viable alternatives, or out of convenience. Such loyalty is referred to as "spurious loyalty". True brand loyalty exists when customers have a high relative attitude towards the brand, which is then exhibited through repurchase behavior. This type of loyalty can be a great asset to the firm: customers are willing to pay higher prices, they may cost less to serve, and can bring new customers to the firm. For example, if Joe has brand loyalty to Company A, he will purchase Company A's products even if Company B's are cheaper and/or of a higher quality.

WHAT IS BRAND LOYALTY?

Brand loyalty is a consumer's preference to buy a particular brand in a product category. It occurs because consumers perceive that the brand offers the right product features, images, or level of quality at the right price. This perception becomes the foundation for a new buying habit. Basically, consumers initially will make a trial purchase of the brand and, after satisfaction, tend to form habits and continue purchasing the same brand because the product is safe and familiar.

Brand loyalists have the following mindset:

- ✿ "I am committed to this brand."
- ✿ "I am willing to pay a higher price for this brand over other brands."

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✿ “I will recommend this brand to others.”

WHAT IS THE PROCESS TO CREATE AND MAINTAIN BRAND LOYALTY?

Favorable brand attitudes are the determinants of brand loyalty - consumers must like the product in order to develop loyalty to it. In order to convert occasional purchasers into brand loyalists, habits must be reinforced. Consumers must be reminded of the value of their purchase and encouraged to continue purchasing the product in the future.

To encourage repeat purchases, advertisement before and after the sale is critical. In addition to creating awareness and promoting initial purchases, advertising shapes and reinforces consumer attitudes. So, these attitudes mature into beliefs, which need to be reinforced until they develop into loyalty. For example, the most avid readers of a travel ad are those who just returned from the destination. Ads reinforce a traveler's perception and behavior. It is easier to reinforce behaviors than to change them and the sale is just the beginning of an opportunity to turn the purchaser into a loyalist.

A few more points to keep in mind...

✿ **Develop An Unbeatable Product** - If you want to keep customers, make sure they can get what they want from your product.

✿ **Give Customers An Incentive To Repeat Purchase** - Chance to win a prize, gift with a certain number of proofs of purchase, in-pack discount coupon, etc.

✿ **Stand Behind Your Product** - If customers don't trust the product, they won't purchase it again.

✿ **Know Your Trophy Customers** and treat them best of all - remember the rule that 80% of sales will come from the top 20% of customers.

✿ **Make It Easier To Buy Your Brand Than Competing Brands** - Availability and simplicity are keys in today's high-speed world. Customers appreciate convenience more than ever.

✿ **Go To Your Customers** - Bring the product to customers when possible.

✿ **Become A Customer Service Champion** - Seek to serve the customer and they will repeat purchase... again and again!

Oats were introduced to North America with other grains by Scottish settlers in 1602. They gradually became a major crop until about 1920, when machines began to replace horsepower. Acreage previously devoted to feed oats has now been replaced by soybeans, a more marketable crop. With the advancement in knowledge about nutrition, oats were recognized as a healthy food in the mid 1980's and oats became more popular once again for human nutrition.

PREVIOUS STUDIES

In any study, the review of previous studies is considered as important for getting a better understanding of the problem, the methodology followed and to identify the unexplored part of the field of study under consideration. In this regard, a review of some of the studies in the field of the present study has been undertaken and presented in the following section.

Gunningham (1956)¹ made a study on “Brand loyalty - What, Where, How much?”. He measured that brand loyalty is the proportion of total purchases within a given product category restored to the most frequently purchased brand or set of brands.

Joseph and Richard (1973)² emphasized the known fact that brand loyalty emerges from brand satisfaction. They observed that a relatively strong relationship exists between brand loyalty and satisfaction with a present product of that brand.

³Charles and French (1974) emphasized the fact that brand loyalty is a specific phenomenon and the same products are likely to have more loyalty than others.

It was found that higher income groups are naturally loyal to their brands. But when they are confronted with an out-of-stock situation, they would switch to other brands rather than spend time to seek their preferred brand.

⁴Rositer and Percy (1987) argued that brand loyalty is often characterized by a favourable attitude towards a brand and repeated purchase of the same brand over time.

¹ Roses M. Gunningham, (1956) “Brand loyalty - What, Where, How much?” Harvard Business Review, vol.34 (jan-feb) pp.116-128.

² Samuel Sharer (Sharaier), “Brand Loyalty and the Household's Cost of time”, Journal of Business, Vol.47, Jan.1974, pp.53 - 55.

⁴Rositer J.R, and Piercy.I (1987), “Advertising and Promotion Management, Mc Graw Hill, New York.

OBJECTIVES OF THE STUDY

- ✿ To identify the brand loyalists among the sample respondents and related their personal characteristics with brand loyalty.
- ✿ To identify the factors influencing the selling of Oats.
- ✿ To offer suggestions for improving brand loyalty of Oats.

METHODOLOGY

This study is an empirical research based on survey method. This study was conducted in Salem district of Tamil Nadu. The primary data were collected from the respondents who used oats. For the purpose of collecting the primary data, an interview schedule for oats' users was developed.

SAMPLING DESIGN

The researcher convenient sampling technique was used to select a sample of 100 respondents for the purpose of the study.

FRAMEWORK OF ANALYSIS

The collected data has been processed both manually and with the help of statistical package for social science (SPSS). Tools like Chi-Square, Analyses of Variance, Test based sample means, Garrett's Ranking scale have been used to draw inferences.

SOCIO- ECONOMIC CHARACTERISTICS OF THE USERS AND THEIR SATISFACTION LEVEL ABOUT OATS

The chi-square analysis that was carried out with respect to the relation of users' characteristics with the satisfaction about oats. Users' characteristics such as age, education, size of the family, expenditure, income. In the present study, satisfaction level of the farmers has been analyzed by using 13 statements like *Standard Price And Quality, Near Shop, Credit Facility, Good Availability, Good Service, Offered Door Delivery, Popular Shop, Obesity Is Reduced By Oats, Consuming Oats Gives Activeness, Good For Diabetic Patients, It Contains High Vitamins, It Is A Balanced Food, It Is One Of The Regular Food*.

The users in general, may be satisfied only when they get maximum share of oats. Hence, the users' satisfaction about the oats has been measured by using a **Five - Point Likert** type scale. The scale ranges from 1 to 5. The score has been allotted as follows: If a respondent is highly satisfied with a statement, a score of 5 is allotted. Likewise, a score of 4 is allotted for the farmers who are satisfied, a score of 3 is allotted for neutral farmers, a score of 2 is allotted for dissatisfied farmers and a score of 1 is allotted for highly dissatisfied.

The maximum and minimum scores that the farmers would get from all the thirteen statements would be 65 and 13 respectively. The users' satisfaction score is between 13 and 65. So, the midpoint between that is 40. The respondents who scored below 40 points are classified as having low satisfaction, and those scoring equal to and above 40 points are classified as having been highly satisfied about the oats in Salem town.

To examine the association between socio- economic characteristics and satisfaction level, the following hypothesis has been framed on the basis of knowledge gained during pilot study and the review of the various relevant studies, the present study aims to test the following hypothesis.

Ho: There is no significant association between socio- economic characteristics of the Sample respondents (age, married, education, occupation, size of the family, expenditure, Income) and satisfaction about oats.

DISTRIBUTION OF SAMPLE USERS

Sample respondents, are classified on the basis of their satisfaction score.

Table 1 : Distribution Of Users Respondents According To Their Level Of Satisfaction

Satisfaction Level	Number of Respondents	Percentage of Respondents
Dissatisfied (Score \geq 40)	72	72
Satisfied (Score < 40)	28	28
Total	100	100

The Table 1 shows that out of 100 respondents, 72 respondents (72%) are dissatisfied about the oats, whereas only 28 respondents (28%) are satisfied.

In the present study, an attempt has been made to analyze the socio-economic characteristics of the sample respondents and their satisfaction level about oats. The association between independent variables likes age, education, occupation and income is analysed to examine the satisfaction level by using Chi-square test and ANOVA, test based sample respondents.

Table 2: Age- Wise Distribution Of Oats Users - Respondents In Relation To Their Level Of Satisfaction

Age	Satisfaction Level		Total
	Satisfied	Dissatisfied	
Up to 25 years	4 (11.1)	32(88.9)	36(100)
25-40 years	20(38.5)	32(61.5)	52(100)
41-50 years	4(33.3)	8(66.7)	12(100)
Total	28(28)	72(72)	100(100)

Source: Primary Data

Degree of Freedom=2, $\chi^2=8.086$, Table value=5.99, Level of significance=5%.

Table.2 clearly shows that in a sample of 100 oats users, more than 72% of the users from all the age groups are dissatisfied level. Among the three age groups of sample users, as high as 88.9% of up to 25 years users are dissatisfied level, correspondingly figure for 25 - 40 years and 41- 50 years age are 61.5% and 66.7% respectively.

The calculated value of chi-square (8.086) is lower than the table value (5.99) at 5% level of significant. So, the null hypothesis is rejected. This shows that there is significant relationship between the age and satisfaction level of the sample respondents. Average satisfaction score of the sample respondents on the basis of their age group classification are shown in Table 3

Table 3 : Age Groups And Satisfaction Score Of Sample Oats Users: F-Test

Sources of variation	Sum of squares	DF	Mean square	F-Value
Between groups	4876.386	2	2438.193	24.344
Within groups	9714.974	97	100.154	
Total	14591.360	99		

Source: Primary Data

Table 3 clearly shows that the calculated value of F is 24.344 and significant value is 0.000 @ 5 % level of significance. Therefore, average score of the three groups of the sample users is not the same on the basis of their age group. Hence, the null hypothesis is rejected.

TEST BASED ON SAMPLE MEANS

To find out the satisfaction between sex, martial status, type of family, area of land used for mulberry cultivation known to each respondent is taken as his/her score and the difference between the mean score is tested.

The following formula is used for this study.

$$\text{Difference Means} / \text{SE} (X_1 - X_2)$$

Table 4 : Martial Status And Satisfaction Level Of Oats Users

Marital Status	Satisfaction Level		Total
	Satisfied	Dissatisfied	
Married	24(35.3)	44(64.7)	68(100)
Unmarried	4(12.5)	28(87.5)	32(100)
Total	28(28)	72(72)	100(100)

Source: Primary Data

Degree of Freedom=1, $\chi^2=5.608$, Table value=3.841, Level of significance=5%.

Table 4 clearly shows that in a sample of 100 oats users, more than 68% of the users from all the marital status have high dissatisfaction level.

The calculated value of chi-square (5.608) is lower than the table value (3.841) at 5% level of significance. So, the null hypothesis is rejected. This shows that there is significant relationship between the marital status and satisfaction level of the sample respondents. Oats consumers' marital status and satisfaction score is shown in Table 5.

Table 5 : Marital Status And Satisfaction Level Of Oats Users

Score	Mean	SD	N
Married	46.68	6.279	68
Unmarried	45.81	14.002	32

Difference Means/ SE ($X_1 - X_2$) = 0.87

Hence, the difference is lower than the 1.96 S.E. (5% level of significance), and the hypothesis is accepted. There seems to be in significant difference in the mean scores satisfaction level by married and unmarried respondents.

EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

Table 6 : Educational Level And Satisfaction Level Of Oats Users

Educational Qualification	Satisfaction Level		Total
	Satisfied	Dissatisfied	
Primary Education	10 (26.32)	28 (73.68)	38 (100)
Secondary Education	6(30.00)	14(70.00)	20(100)
College level	12(28.57)	30(71.43)	42(100)
Total	28(28)	72(72)	100(100)

Source: Primary Data

Degree of Freedom=2, $\chi^2=2.526$, Table value=5.99, Level of significance=5%. The Table 6 clearly shows that in a sample of 100 oats users, more than 72 % of the farmers from all the educational qualifications are dissatisfied. Among the three educational qualifications of sample users, as high as 73.68 % of the respondents educated upto the primary level are dissatisfied, correspondingly, figure for college level and secondary education are 71.43 % and 70.00% respectively.

The calculated value of chi-square (2.526) is lower than the table value (5.99) at 5% level of significance. So, the null hypothesis is accepted. This shows that there is no significant relationship between the educational level and satisfaction level of the sample respondents. Average satisfaction score of the sample respondents on the basis of their educational qualification are shown in Table 7.

Table 7 : Educational Level And Satisfaction Score Of Sample Oats Users: F-Test

Source of variation	Sum of squares	DF	Mean square	F-Value
Between groups	1259.823	2	629.912	4.583
Within groups	13331.537	97	137.439	
Total	14591.360	99		

Source: Primary Data

Table 7 clearly shows that the calculated value of F is 4.583 and significant value is 0.013 @ 5 % level of significance. Therefore, average score of the three groups of the sample users is not the same on the basis of their educational qualification. Hence, the null hypothesis is rejected.

OCCUPATIONAL STATUS OF THE RESPONDENTS

Degree of Freedom=2, $\chi^2=2.526$, Table value=5.99, Level of significance=5%. Table 8 clearly shows that in a sample

Table 8 : Occupational Status Of Oats Consumers - Respondents In Relation To Their Level Of Satisfaction

Occupational Status	Satisfaction Level		Total
	Satisfied	Dissatisfied	
Agriculture	5(38.46)	8(61.54)	13(100)
Business	4(16.7)	20(83.3)	24(100)
Salaried	15(39.47)	23(60.53)	38(100)
Professional	4(16)	21(84)	25(100)
Total	28(28)	72(72)	100(100)

Source: Primary Data

of 100 oats users, more than 72% of the users from all the occupations are dissatisfied. Among the four occupational categories of sample users, as high as 84% of professional users, 83.3% of the self-employed people are dissatisfied. Correspondingly, the dissatisfaction level for salaried persons and those who are involved in agriculture is 58.3% and 41.7% respectively. The calculated value of chi-square (2.526) is lower than the table value (5.99) at 5% level of significance. So, the null hypothesis is accepted. There is no significant relationship between the occupational status and satisfaction level of the sample respondents. Average satisfaction score of the sample respondents on the basis of their occupation is shown in Table 9.

Table 9: Occupational Status And Satisfaction Score Of Sample Oats Users: F-Test

Source of variation	Sum of squares	DF	Mean square	F-Value
Between groups	2657.290	3	885.763	7.125
Within groups	11934.070	96	124.313	
Total	14591.360	99		

Source: Primary Data

Table 9 clearly shows that the calculated value of F is 7.125 and significance value is 0.000 @ 5 % level of significance. Therefore, the average score of the four groups of the sample users is not same on the basis of their occupation. Hence, the null hypothesis is rejected.

Table 10: Nature Of Family Of Oats Consumers - Respondents In Relation To Their Level Of Satisfaction

Nature of Family	Satisfaction Level		Total
	Satisfied	Dissatisfied	
Joint family	25(34.7)	47(65.3)	72(100)
Individual family	3(10.7)	25(89.3)	28(100)
Total	28(28)	72(72)	100(100)

Source: Primary Data

Degree of Freedom=1, $\chi^2=5.764$, Table value=3.841, Level of significance=5%. The Table 10 clearly shows that in a sample of 100 oats users, more than 72% of the users from all the marital status are dissatisfied. Among the two marital status of sample users, as many as 89.3 % respondents belonging to individual family are dissatisfied and 65.3% of joint family users are dissatisfied. The calculated value of chi-square (5.764) is lower than the table value (3.841) at 5% level of significance. So, the null hypothesis is rejected. This shows that there is a significant relationship between the nature of family and satisfaction level of the sample respondents.

Table 11: Marital Status And Satisfaction Level Of Oats Users

Score	Mean	SD	N
Joint family	46.61	6.590	72
Individual family	45.65	13.738	28

Difference Means / SE ($X_1 - X_2$) = 0.96

Hence, the difference is lower than the 1.96 S.E. (5% level of significance), and the hypothesis is rejected. There seems

to be a significant difference in the mean scores satisfaction level by joint and individual family users.

EXPENDITURE OF THE RESPONDENTS

Table 12 : Expenditure Of Oats Consumer - Respondents In Relation To Their Level Of Satisfaction

Expenditure	Expectation Level		Total
	Low level	High level	
₹ 1001- ₹ 3000	12(37.5)	20(62.5)	32(100)
₹ 3001- ₹ 5000	6(17.65)	28(82.35)	34(100)
Above ₹ 5000	10(29.41)	24(70.59)	34(100)
Total	28(28)	72(72)	100(100)

Source: Primary Data

Degree of Freedom=3, $\chi^2=3.534$, Table value=7.815, Level of significance=5%. Table 12 clearly shows that in a sample of 100 oats users, more than 72% of the users from all the expenditures level are dissatisfied. Among the three expenditures of sample users, as high as 82.35% of ₹ 3001- ₹ 5000 bracket are dissatisfied. Correspondingly, the figure for above ₹ 5000 bracket and ₹ 1001- ₹ 3000 bracket is 70.59% and 62.5% respectively. The calculated value of chi-square (3.534) is lower than the table value (7.815) at 5% level of significant. So, the null hypothesis is accepted. This shows that there is no significant relationship between the expenditure and satisfaction level of the sample respondents. Average satisfaction score of the sample users on the basis of their expenditure is shown in Table 13.

Table 13: Annual Income And Satisfaction Score of Sample Oats Users: F-Test

Source of variation	Sum of squares	DF	Mean square	F-Value
Between groups	565.473	2	282.737	1.955
Within groups	14025.887	97	144.597	1.955
Total	14591.360	99		

Source: Primary Data

Table 13 clearly shows that the calculated value of F is 1.955 and significant value is 0.147 @ 5 % level of significance. Therefore, average score of the three groups of the sample users is not same on the basis of their expenditure. Hence, the null hypothesis is rejected.

ANNUAL INCOME OF THE RESPONDENTS

Table 14: Annual Income Of Oats Consumers - Respondents In Relation To Their Level Of Satisfaction

Annual Income	Satisfaction Level		Total
	Satisfied	Dissatisfied	
Less than ₹ 50000	4(33.33)	8(66.67)	12(100)
₹ 50001- ₹ 100000	8(23.53)	26(76.47)	34(100)
Above ₹ 100000	16(29.63)	38(70.37)	54(100)
Total	28(28)	72(72)	100(100)

Degree of Freedom=2, $\chi^2=4.868$, Table value=5.99, Level of significance=5%. Table. 14 clearly shows that in a sample of 100 oats users, more than 72% of the users from all the annual income are dissatisfied. Among the three of annual income sample users, as high as 76.47% of the users having annual income in the bracket of ₹ 50001- ₹100000 and 70.37% respondents having above ₹ 100000 annual income are dissatisfied. Respondents earning less than ₹ 50000 income have dissatisfaction level upto 66.67%. The calculated value of chi-square (4.868) is lower than the table value (5.99) at 5% level of significance. So, the null hypothesis is accepted. This shows that there is significant relationship between the annual income and satisfaction level of the sample respondents. Average satisfaction score of the sample respondents on the basis of their income is shown in Table 15.

Table 15 : Annual Income And Satisfaction Score of Sample Oats Users : F-Test

Source of variation	Sum of squares	DF	Mean square	F-Value
Between groups	2409.913	2	1204.956	9.595
Within groups	12181.447	97	125.582	9.595
Total	14591.360	99		

Source: Primary Data

Table15 clearly shows that the calculated value of F is 9.595 and significant value is 0.000 @ 5 % level of significance. Therefore, the average score of the three groups of the sample users is not same on the basis of their annual income. Hence, the null hypothesis is rejected.

GARETT'S RANKING TECHNIQUES

To analyze the factors that lead to the purchase of oats by the sample respondents, Garrett's Ranking Techniques are used. The order of merit assigned by the respondents was converted into ranks by using the formula:

$$\text{Percent position} = \frac{100 [R_{ij} - 0.5]}{N_j}$$

Where, R_{ij} = rank given for i_{th} factor by j_{th} individuals. N_j = Number of factors ranked by j_{th} individuals. By referring to the table given by Garrett, the percent positions estimated were converted into scores. Then for each factor, the scores of various respondents were added and mean was calculated. The mean values were arranged in descending order. The variable with the highest mean score was considered to be the most important one.

Table 16 : Factors Influencing Of Oats

S.No	Factors	Total score	Mean Score	Rank
1	Reduce Obesity	3538	61	II
2	Energetic	3354	57.83	III
3	High Vitamins	3592	61.93	I
4	Sugar Free	3351	57.78	IV
5	Low Price	2948	50.83	V
6	Save time to Prepare	2669	46.02	VIII
7	Easy Availability	2823	48.67	VI
8	Brand Image	2541	43.81	IX
9	Packing Style	2818	48.59	VII
10	Free gifts / Offer	1947	33.57	X

Source: Field Investigation.

From the Table 16, it can be inferred that all the respondents in the Salem Town purchase Oats because of high vitamin content as depicted with the score value of 61.93. Next, oats aid in the reduction of obesity and the second rank with the score value of 61 has been awarded to this factor. Having Oats makes a person energetic and the third rank with the score value of 57.83 has been awarded to this factor. Oats are sugar free, low priced, easily available, packaged attractively, easy to prepare, have a brand image, free gifts/attractive offers are given with the packs and so the mentioned factors have been awarded the fourth, fifth, eighth, sixth, ninth, seventh, tenth ranks with the score values of 57.78, 50.83, 46.02, 48.67, 43.81, 48.59, and 33.57 respectively.

SUGGESTIONS AND RECOMMENDATIONS

☛ Manufacturers, in order to expand their market share, may try to attract new consumers by having new logos and catchy slogans.

- ✿ Manufacturers, to boost up their sales, and to retain consumers should introduce oats in a smaller packet size for example, 100gram packs for a reasonable price.
- ✿ Compared to Quaker Oats, other brands should improve their quality.
- ✿ Since majority of the respondents are influenced by advertising where television plays an important role, it would be a plus point for the manufacturers to be more informative and not to exaggerate and be misleading in their approach.
- ✿ Quaker Oats advertises on television, however, other brands are not advertising on television, so the manufactures should spread awareness about their brand of oats.
- ✿ Companies should introduce various flavors in oats to attract the children.
- ✿ Companies would do well in retaining their customers by offering price discounts, free gifts, samples, money back offers and so on.
- ✿ Manufacturers must be aware of their competitors so that they may be able to penetrate the market based on quantity, quality and consumer satisfaction, which will help them to retain their consumers.
- ✿ Manufacturers must try to price their products competitively. So that they can retain their customers and thereby, increase their market share.
- ✿ Branding is very important. Therefore, the selection of a brand name must be properly done.
- ✿ Consumers must be fully aware of the oats market and then make a choice. This would increase competitors and their by, increase the standard and quality of production, which would ultimately be a boon to the consumer.
- ✿ Consumers should be quick enough to report any misleading advertisement. This would help in bringing about faith in the advertisement.
- ✿ '*Consumers rule the market*'. Hence, it is upto the consumers to choose a particular brand of oats.
- ✿ Companies should appoint one sales representative for rural people to give awareness about Oats.
- ✿ People are apprehensive to give oats to children, so, it is essential to give proper awareness to people as oats have protein and less cholesterol.
- ✿ It is a health food for diabetic patients also, because it is sugar free.
- ✿ It is especially useful for women, because they aid in reducing obesity and help in making people fit.

CONCLUSION

The development of marketing has always kept pace with the economic growth of the country. Now, modern marketing faces high competition in their activities. Brand quality, benefits and value form the core drivers of customer satisfaction; but to have customers delighted and emotionally involved with a brand requires a proactive understanding of the unstated needs of the customers. This is an effective way to built and sustain brand loyalty in today's challenging marketplace. Competition is the order of the day. Earning profit is possible only through consumer's satisfaction. To satisfy a customer, his needs have been known. This is possible only when information is collected from the consumer. That's why our modern marketing is a consumer oriented marketing. It begins with consumer and ends with customer.

The respondents seem to have a through knowledge of the market as can be seen in the way they select the brands. They do not hesitate to switch over the brands when unsatisfied. Since most of the consumers are influenced by advertising, it is important for producers to pay more attention to this aspect. Brand loyalty by consumers is an asset to oats manufacturers. In all the consumer behavioral aspects, success and failure of brand loyalty alone decides the marketing prominence of any product. The measure of brand loyalty is indispensable to identify the trait prominence of a brand as well as its volume of sales. In order to retain the brand loyalty, the manufacturer must know the consumer habits and help them acquire a new habits and reinforce those habits by reminding the consumer of the value of their purchase and encourage them to continue purchasing those products in future.

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CONCLUSION

The land price at Sholingnallur is modeled using identified economic factors. From the analysis, it is concluded that nine out of thirteen factors are significant determinants on land price. The regression model, which accounts for ninety eight percent variations in the land price, is applied to determine the future land price. The annual factor model on land price with physical factors will help to justify the price of any parcel of land in the study area.

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