

A STUDY ON BRAND LOYALTY OF CONSUMER BRAND SWITCHING BEHAVIOUR IN THE TWIN CITIES OF HYDERABAD AND SECUNDERABAD – A SURVEY ON EDIBLE OILS

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ABSTRACT:

The study of consumer behaviour is complex analysis to understand in various situations like when they buy, where they buy, how much they buy, how much they will pay etc., to the products and services. The consumer learns how to respond the market situations and they apply it to future related behaviour. The consumer gain purchasing knowledge through reading, thinking, observing and from actual experience. Every industry and economy is idiosyncratic especially in terms of what drives consumer loyalty and so, extrapolating knowledge may not always provide the right basis for competitive advantage.

Brand choice is an important aspect of the purchasing behaviour of household. This paper borrows to identify the brand leader of edible oils among the several brands and determines the level of awareness regarding edible oils among consumes in the twin cities of Hyderabad and Secunderabd of Telangana State.

KEY WORDS: Edible Oils, Switching behaviour, Brand loyalty, Market leader.

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