

Role Of Brand Awareness And Brand Loyalty Towards Consumer Buying Behaviour In LIC Saravanampatti Coimbatore

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Abstract- This study examines the impact of brand awareness and brand loyalty on consumer buying behaviour with specific reference to Life Insurance Corporation (LIC) in Saravanampatti, Coimbatore. It aims to understand how familiarity with the LIC brand and customers' trust and attachment influence their purchase decisions. Primary data was collected through structured questionnaires from existing and potential LIC policyholders. The research highlights that strong brand awareness positively affects customer interest and consideration, while brand loyalty significantly drives repeat purchases and long-term customer relationships. Statistical tools were used to analyze consumer preferences and behavioral patterns. The findings suggest that maintaining high levels of brand visibility and customer satisfaction is essential for sustained growth in the insurance sector. This study provides valuable insights for LIC to strategize its branding and customer engagement practices in semi-urban markets like Saravanampatti.

Keywords- Brand Awareness, Brand Loyalty, Consumer Buying Behaviour, LIC, Saravanampatti, Coimbatore, Insurance Sector, Customer Satisfaction, Brand Strategy, Customer Engagement

I. INTRODUCTION

In the insurance industry, advertisements play a crucial role in shaping consumer behavior by building brand awareness and fostering brand loyalty. These two factors significantly influence purchasing decisions, as they determine how consumers perceive an insurance company and whether they choose to engage with its services.

Brand awareness advertisements are designed to introduce potential customers to an insurance brand and its offerings. They focus on making the brand easily recognizable and memorable by highlighting key aspects such as reliable customer service, hassle-free claims processing, and unique policy benefits. By repeatedly exposing consumers to the brand's name, logo, and message, these advertisements help ensure that the company remains top-of-mind when

individuals or businesses need insurance coverage. A well-established brand presence builds credibility and trust, making consumers more likely to consider a company when evaluating insurance options.

STATEMENT OF THE PROBLEM

In the insurance industry, understanding how brand awareness and brand loyalty influence consumer buying behavior is a critical challenge. Many insurance providers struggle to establish a strong brand presence that resonates with consumers, leading to difficulties in customer acquisition and retention. Despite efforts to build recognizable brands, the effectiveness of these strategies in driving customer decisions remains unclear. This study aims to examine the sociation between brand awareness, brand loyalty, and consumer behavior to identify effective strategies for enhancing customer engagement.

Advertisements play a significant role in shaping consumer perceptions and decisions in the insurance industry.

OBJECTIVES OF THE STUDY

- To examine the brand awareness, brand Loyalty association with consumer behaviour in insurance coverage.
- To study the association of advertisement with Consumer behaviour in coverage industry.
- To identify the factors influencing customer satisfaction with insurance providers and their impact on brand loyalty.

SCOPE OF THE STUDY

This study analyzes the impact of brand awareness, brand loyalty, and advertising on consumer buying behavior in the insurance industry, focusing on the Saravanampatti LIC branch in Coimbatore. It aims to understand consumer recognition and recall of insurance brands, factors driving

loyalty, and the influence of advertising on purchasing decisions

The research examines brand visibility, social media influence, trust, service quality, and perceived value in shaping consumer choices. It explores how brand loyalty develops through trust, satisfaction, and positive experiences, leading to policy repurchases and brand recommendations.

II. REVIEW OF LITERATURE

Kumaresan, C. R., &Samydooss, C. (2024)¹In their study "Brand Awareness: Understanding its Role in Sales, Consumer Intentions, and Decision Making," the authors emphasize the pivotal role of brand awareness in influencing consumer purchase intentions and decisions. They highlight that strong brand recognition significantly impacts sales and consumer preferences, underscoring the necessity for insurance companies to invest in strategies that enhance brand visibility and recall.

Hansa Research (2024)²The "Insurance CUES 2024" report reveals that the Net Promoter Score (NPS) for the life insurance sector has stagnated at 54, unchanged from 2023. This stagnation is attributed to a lack of differentiation among life insurance brands, with 43% of customers perceiving services as undifferentiated, adversely affecting brand loyalty. The report suggests that to foster loyalty, insurance companies need to innovate services, improve distribution strategies, and offer products tailored to diverse consumer needs.

Sivesan (2013)³The main purpose of this study is to find out the impact of green marketing practices on customer satisfaction among the leather industries' customers. Based on the overall study, Green marketing practices are positively associated with customer satisfaction. And also, dimensions in the green marketing practices as green issues in product, price, promotion and place have the significant relationship with customer satisfaction. In contrast, dimensions in the green marketing practices as green issues in product, price, and place are not in the position to influence the customer satisfaction.

III. ANALYSIS AND RESULT

LIKERT SCALE SHOWING THE DISTRIBUTION OF RESPONDENTS BASED ON IMPORTANCE OF BRAND AWARENESS AND BRAND LOYALTY IN CUSTOMER BUYING BEHAVIOUR IN INSURANCE

FACTORS	VERY IMPORT ANT	SOMEW HAT IMPORT ANT	NEUTR AL	NOT IMPORT ANT	TOT AL
Engage with your insurance provider	20 (18.9)	42 (39.6)	35 (33.0)	9 (8.5)	106
Insurance provider in decision to purchase a policy	20 (18.9)	75 (70.8)	4 (3.8)	7 (6.6)	106
Important is the price of premium compared to the coverage and benefit offered by your insurance provider	43 (40.6)	26 (24.5)	7 (6.6)	30 (28.3)	106
Selecting an insurance provider how important is the ease of the application and onboarding process.	35 (33.0)	31 (29.2)	13 (12.3)	27 (25.5)	106

Insurance provider if another company offers similar coverage at a lower price or with additional benefits	36 (34.0)	39 (36.8)	8 (7.5)	23 (21.7)	106
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INFERENCE:

From the table, it is inferred that 39.6% of the respondents find somewhat important in engaging with your insurance provider, followed by 33.0% of the respondents find neither somewhat important nor not important, 18.9% of the respondents find very important and only 8.5% of respondents find not important in engaging with your insurance provider.

Majority (70.8%) of the respondents find somewhat important is the reputation of your insurance provider in the decision to purchase a policy, followed by 18.9% of the respondents find very important, 6.6% of the respondents find not important and only 3.8% of respondents are neither somewhat important nor not important is the reputation of your insurance provider in your decision to purchase a policy.

40.6% of the respondents find very important is the price of premium compared to the coverage and benefit offered by your insurance provider, followed by 28.3% of the respondents find not important, 24.5% of the respondents find somewhat important and only 6.6% of respondents are neither somewhat important nor not important is the price of premium compared to the coverage and benefit offered by your insurance provider.

33.0% of the respondents find very important is the ease of the application and onboarding process, followed by 29.2% of the respondents find somewhat important, 25.5% of the respondents find not important and 12.3% of respondents are neither somewhat important nor not important is the ease of the application and onboarding process.

36.8% of the respondents find somewhat important is switch your insurance provider if another company offers similar coverage at a lower price or with additional benefits, followed by 34.0% of the respondents find very important, followed by 21.7% of the respondents find not important and 7.5% of respondents are neither somewhat important nor not important is switch your insurance provider if another company offers similar coverage at a lower price or with additional benefits

Majority (70.8%) of the respondents find somewhat important is the reputation of your insurance provider in your decision to purchase a policy

CHI – SQUARE TABLE No.4.4.1 CHI – SQUARE TABLE SHOWING THE RELATIONSHIP BETWEEN THE RESPONDENTS BASED ON THE AGE AND SATISFACTION WITH YOUR CURRENT INSURANCE PROVIDER

OBSERVED FREQUENCY (O)	EXPECTED FREQUENCY (E)	O - E	(O - E) ²	(O - E) ² /E
28	24.1	3.9	15.21	0.631
18	18.9	-0.9	0.81	0.043
7	7.8	-0.8	0.64	0.082
16	18.2	-2.2	4.84	0.266
9	10.1	-1.1	1.21	0.120
11	7.9	3.1	9.61	1.216
2	3.3	-1.3	1.69	0.512
7	7.7	-0.7	0.49	0.064
0	2.8	-2.8	7.84	2.800
0	2.2	-2.2	4.84	2.200
3	0.9	2.1	4.41	4.900
5	2.1	2.9	8.41	4.005
TOTAL				16.84

Degree of Freedom, V = (r-1) (c-1)

= (4-1) (3-1)

= 6

Tabulation Chi-square at 5% for 6df = 12.592

Since, the calculated value of Chi-square is higher than the tabulated value of Chi-square at 5% level of significance, it is significant and null hypothesis is rejected. Hence, the study concluded that the age of the respondents has

a significant effect on satisfaction with your insurance provider.

CHI – SQUARE TABLE No.4.4.2 CHI – SQUARE TABLE SHOWING THE RELATIONSHIP BETWEEN THE RESPONDENTS BASED ON THE EDUCATIONAL QUALIFICATION AND USUALLY LEARNING ABOUT NEW INSURANCE PRODUCT OR SERVICE

OBSERVED FREQUENCY (O)	EXPECTED FREQUENCY (E)	O - E	(O - E) ²	(O - E) ² /E
20	20.8	- 0.8	0.64	0.031
0	0.9	- 0.9	0.81	0.900
21	19.4	1.6	2.56	0.132
8	7.9	0.1	0.01	0.001
8	5.5	2.5	6.25	0.136
1	0.2	0.8	0.64	3.200
3	5.2	- 2.2	4.84	0.931
1	2.1	- 1.1	1.21	0.576
4	6.8	- 2.8	7.84	1.153
1	0.3	0.7	0.49	1.633
7	6.3	0.7	0.49	0.078
4	2.6	1.4	1.96	0.754
13	11.9	1.1	1.21	0.102
0	0.5	- 0.5	0.25	0.500
11	11.1	- 0.1	0.01	0.001
4	4.5	- 0.5	0.025	0.056
TOTAL				11.18

Degree of Freedom, $V = (r-1) (c-1)$

$= (4-1) (4-1)$

$= 9$

Tabulation Chi-square at 5% for 9df = 16.919

Since, the calculated value of Chi-square is higher than the tabulated value of Chi-square at 5% level of significance, it is significant and null hypothesis is rejected. Hence, the study concluded that the educational qualification

of the respondents has a significant effect on learning about new insurance product or service

IV. SUGGESTIONS

- LIC Saravanampatti should focus on increasing brand awareness by leveraging digital marketing, local community events, and educational workshops to connect with potential customers.
- Building strong customer relationships through transparent policies, excellent service, and regular personalized interactions will help establish trust and long-term brand loyalty.
- A well-balanced mix of traditional and digital advertising, including social media engagement and targeted promotions, can effectively shape consumer perceptions and drive policy purchases.
- Introducing loyalty programs, special discounts, or exclusive benefits for long-term customers can encourage repeat purchases and enhance customer retention.

V. CONCLUSION

In conclusion, brand awareness and brand loyalty play a crucial role in shaping consumer buying behavior at the LIC Saravanampatti branch in Coimbatore. A strong brand presence, built through effective marketing and transparent communication, helps customers recognize and trust LIC as a reliable insurance provider. Establishing long-term relationships through excellent service, personalized engagement, and loyalty programs can further enhance customer retention and advocacy. By leveraging a balanced mix of traditional and digital advertising, LIC can strengthen its market position, attract new customers, and ensure sustained growth in a competitive insurance landscape.

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