

## **A Study on Consumer Buying Behavior and Brand Loyalty towards ENO**

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### **ABSTRACT**

ENO is the leading brand in the antacid market of India. The brand has been available on the market for a century at this point. The study intends to explore consumer buying behavior and brand loyalty towards ENO. A transition happened in the pharmaceutical industry from selling cure-all patent medicines to selling drugs during the 1950s, Eno was one of the products that survived within that industry. It also aims to examine the effect of marketing mix factors on consumer buying behavior and brand loyalty.

The study will be descriptive in nature. Primary data was collected via a questionnaire on which the study is based. All questions range from age to brand loyalty. The primary data which was to be obtained is to be analyzed to identify the factors of brand loyalty and consumer buying behavior towards ENO. The study was being conducted in the period of October 2020 to December 2020. The respondents were from all over India. No of the respondents were 100 in total. The study was conducted on all the brands of ENO and its allies **Glaxo Wellcome SmithKline Beecham.**

**(KEYWORDS:** Antacid, Consumer behavior, Pharmaceutical, Medicines, Over-the-counter drugs.)

### **Introduction**

In the 1950s, the pharmaceutical industry shifted from cure-all medicines that were patented, Eno Fruit Salt eventually became a product that survived as a product of that era. Its owner currently is GlaxoSmithKline, Eno Fruit Salt nowadays is sold to customers as an antacid, and its main ingredients are the following ones, acid, soda and. sodium bicarbonate, one of its main markets, is situated in India. ENO antacid is now a worldwide brand that is marketed in many countries, including India, Brazil, the Republic of South Africa, Thailand, Venezuela, and Spain. India is considered the biggest market. After establishing itself within the effervescent powder market, the brand ENO has already entered the calcium carbonate-based liquid and tablets market for June 2013 as they were launched in India at that time.

GlaxoSmithKline or GSK is a British Global pharmaceutical organization settled in London, England. Set up in 2000 by a consolidation of Glaxo Wellcome and SmithKline Beecham, GSK was the world's 6th biggest drug organization as per Forbes starting at 2019, after Pfizer, Novartis, Roche, Sanofi, and Merck and Co. GSK is the tenth largest drug/tablet making organization and ranked 296<sup>th</sup> on the 2019 Fortune 500, positioned behind other drug organizations including China Resources, Johnson and Johnson, Roche, Sinopharm, Pfizer, Novartis, Bayer, Merck, and Sanofi.

The organization built up the principal jungle fever immunization, RTS, S which it said in 2014 it would make accessible for five percent above expenses. Old medicines created at GSK remember a few recorded for the World Health Organization's List of Essential Medicines, for example, zidovudine, pyrimethamine, amoxicillin, and mercaptopurine GSK works in following departments namely **Research** areas and Products & Pharmaceuticals, Malaria vaccine, consumer healthcare, COVID Vaccine etc.

**ENO:** ENO is a 100-year-old worldwide brand with a presence in excess of 40 nations, India being the biggest ENO market on the planet. In India, ENO is the No.1 antacid agent brand. This is a consequence of the brand's resolute spotlight on 'quick help from causticity' as an advantage, which has been ENO's correspondence backbone since its dispatch in India. To such an extent that numerous individuals can in any case review notable lines from mid-90s correspondence like 'ENO on, acidity has gone' just as the later science-supported case of 'ENO will work in 6 seconds.' This serious stand has gradually however consistently raised ENO into the situation of turning into the undisputed market pioneer or market leader in India.

- Types of ENO products**
  - Powder
  - Liquid
  - Tablet
- ENO Flavors**
  - Regular
  - Lemon
  - Cola
  - Orange
  - Ajwain
  - Cool mint
  - Cool lemon
- Quantities in which ENO Product available**
  - Sachet
  - Multipack
  - Bottle

#### **Factors which Influence the Buying Behavior of a consumer**

The Main Factors which Influence the Buying Behavior of a consumer are following:

1. Personal.
2. Internal or Psychological
3. Economic
4. Cultural
5. Social

#### **Over the counter drug market in India**

From the decade before, our OTC drug market is growing at a higher growth rate than that of domestic pharmaceutical sector. OTC products are of two types one which are known as true products that get introduced in the market place and advertised in media. And second ones which are now a OTC product but were prescription products before.

A new report directed by PwC, McKinsey and Tech. Sci Research guarantees that the Indian drug market is required to be among the best three-drug markets by steady development and 6th biggest market all around the world in total size continuously until 2020. This area comprises three sorts of sub-fragments in particular, nonexclusive medications, licensed medications and OTC medications. Out of all-out the market income of USD 20 billion (2015), conventional medications catch 70% income share, 21 % by protected medications and rest 9% by OTC medications

## **Review of Literature**

### **Article 1**

A comparative study to identify OTC brand preference in the antacid segment and the influencing factors for consumer purchase.

Deshpande, G., & Srivastava, R.K. (2018). A comparative study to identify OTC brand preference in the antacid segment and the influencing factors for consumer purchase.

### **Article 2**

Impact of Brand on Consumer Behavior

Hrablik, H., Evanovich, A., & Bab, D. (2015). Impact of brand on consumer behavior. *Proc Econ Finance*, 34(15), 615-621.

### **Article 3**

Consumers' true brand loyalty: the central role of commitment

Amine, A. (1998). Consumers' true brand loyalty: the central role of commitment. *Journal of strategic marketing*, 6(4), 305-319.

### **Article 4**

Consumer Behavior towards Decision Making and Loyalty to Particular Brands

Oke, A. O., Kamol Sotiros, P., Popoola, O. Y., Ajagbe, A. M., & Olujobi, J. O. (2016). Consumer behavior towards decision making and loyalty to particular brands. *International Review of Management and Marketing*, 6, 43-52.

### **Article 5**

Factors affecting consumer buying behavior

Ramya, N., & Ali, M. (2016). Factors affecting consumer buying behavior. *International journal of applied research*, 2(10), 76-80.

### **Article 6**

Impact of Brand Image and Advertisement on Consumer Buying Behavior

Malik, M. E., Ghafoor, M. M., Iqbal, H. K., Ali, Q., Hunbal, H., Noman, M., & Ahmad, B. (2013). Impact of brand image and advertisement on consumer buying behavior. *World Applied Sciences Journal*, 23(1), 117-122.

### **Article 7**

Effective Advertising and its Influence on Consumer Buying Behavior

Niazi, G. S. K., Siddiqui, J., Alishah, B., & Hunjra, A. I. (2012). Effective advertising and its influence on consumer buying behavior. *Information management and business review*, 4(3), 114-119.

### **Article 8**

The Impact of Social Media Usage on Consumer Buying Behavior

Berger Paul, D., Pooja, M., Black Jennifer, E., & Jiangmen, C. (2012). The impact of social media usage on consumer buying behavior. *Advances in management*.

### **Article 9**

Analyzing the Main Changes in New Consumer Buying Behavior during Economic Crisis

Vine, L., & Filip, A. (2011). Analyzing the main changes in new consumer buying behavior during the economic crisis. *International Journal of Economic Practices and Theories*, 1(1), 14-19.

### **Article 10**

Probabilistic Models of Consumer Buying Behavior

Kuehn, A. A., & Day, R. L. (1964). Probabilistic models of consumer buying behavior. *Journal of Marketing*, 28(4), 27-31.

## **Research Methodology**

**Research Design:** The research is a descriptive type of research.

### **Primary Data**

**Form** – The data was collected from the general public through questionnaires randomly from any area. This data was then analyzed for study.

### **Sampling Size**

General Public – 100

Total – 100

### **Sampling Technique**

Basic Random Sampling

The distribution of the questionnaire will be done virtually/online to the general public

13 questions were included in the questionnaire. Questions were about age, medical ailment, brand trust, brand loyalty, product quality, etc.

### **Tools for data collection**

Data was collected from respondents through a questionnaire. The questionnaire contained 13 questions. The questions were asked from various topics like age, gastrointestinal condition, trust in ENO, ratings ENO product quality etc. The options to these questions from simple “yes or no” options for questions which were straight and direct to complex options Brand Image, Value for money, Availability, Competitive Edge, Better promotion for complex questions “Which qualities make you buy ENO over its competitors?”.

### **Limitations of the research**

Limitation of the study is nothing but the things which do not let us reach our findings or interpretations easily. Some of the limitations of the research are:

By the analysis it feels that essential information assortment on a more extensive example might have prompted better discoveries. Due to the enormous capability of the Healthcare industry in the coming years, buyers are getting more thoughtful of their wellbeing, health insurance likewise assumes a significant part in expanding healthiness and henceforth, it is essential that we break down the personal buying patterns of the purchaser when they have a sickness and look for cures.

All the people have given their mixed opinion about the ENO.

Data Analysis and Interpretation

1. What is your Age?

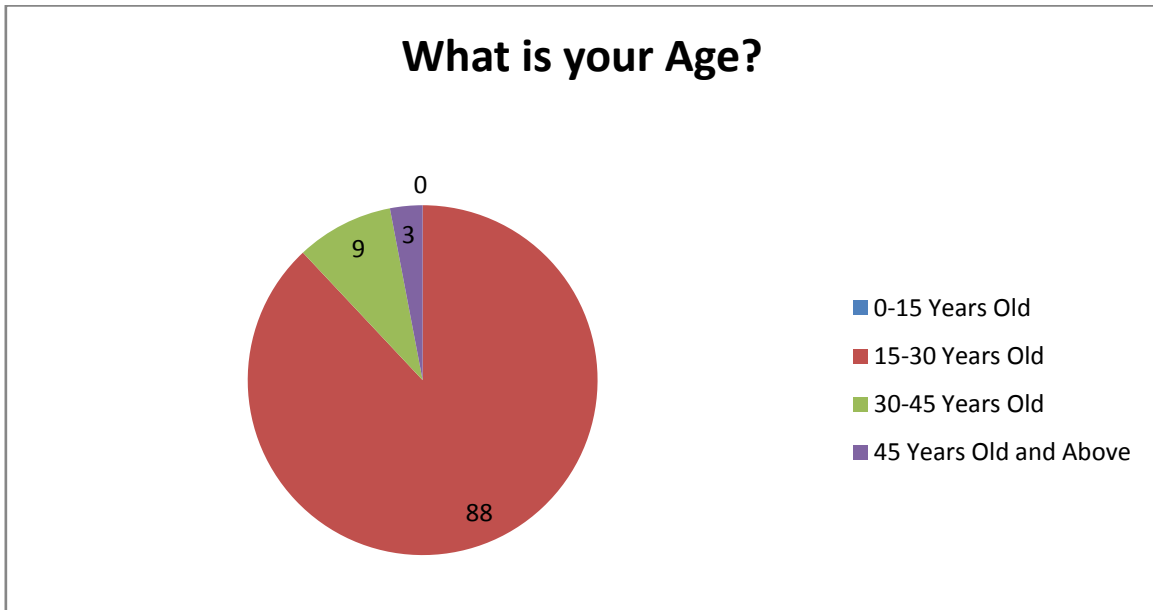


Figure 6 What is your Age?

2. Do you have an underlying gastrointestinal condition?

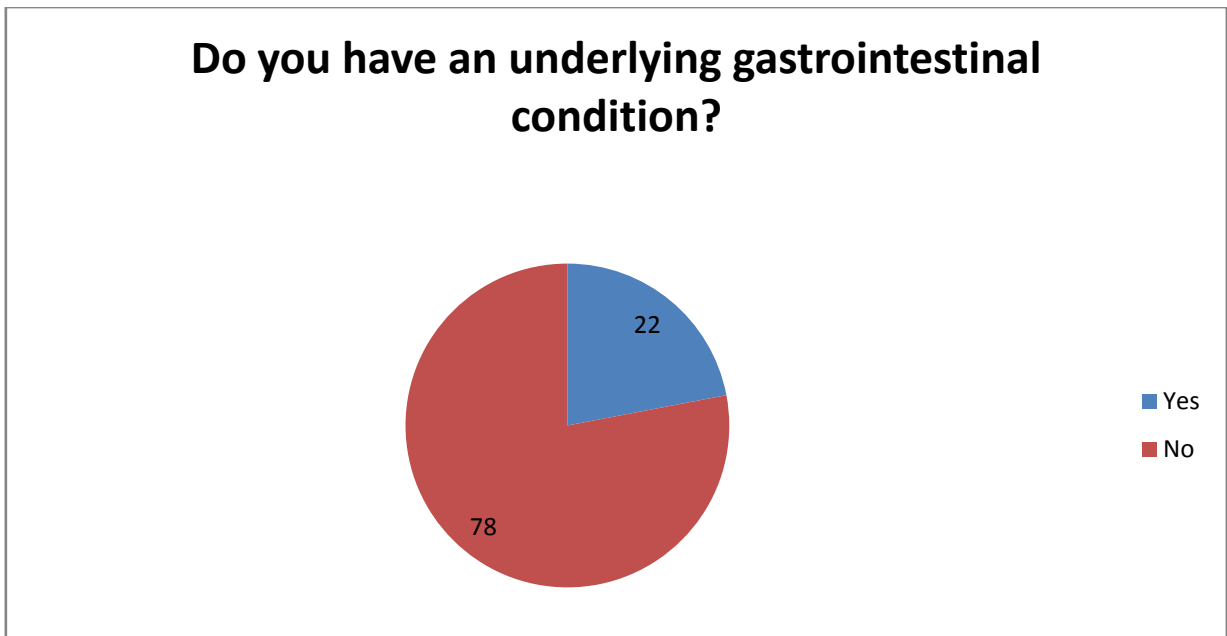


Figure 7 Do you have an underlying gastrointestinal condition?

3. Have you ever bought ENO?

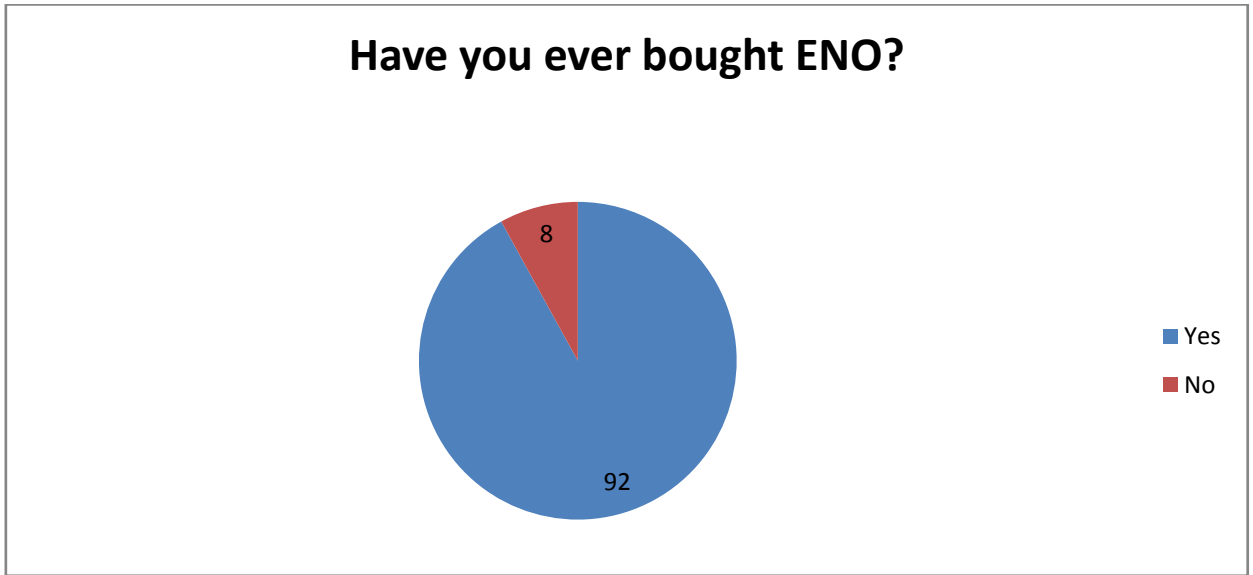


Figure 8 Have you ever bought ENO?

4. Which type of ENO product did you bought?

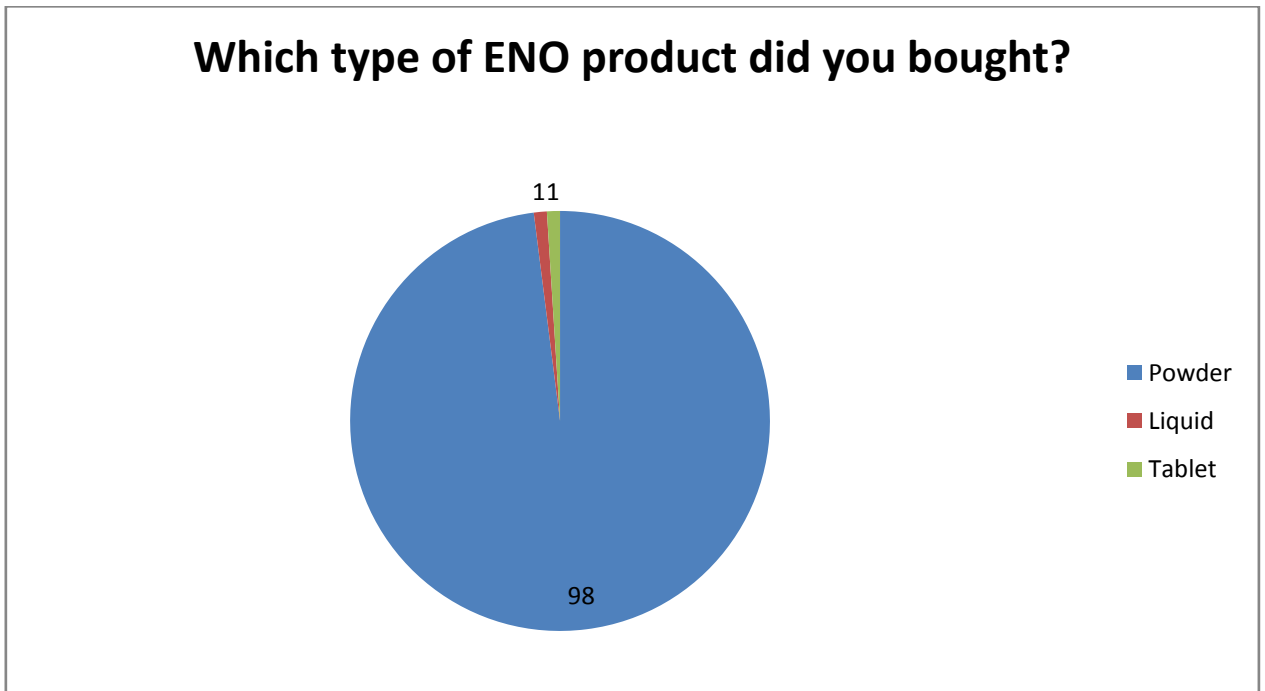


Figure 9 Which type of ENO product did you bought?

5. What is your Favourite ENO Flavour?

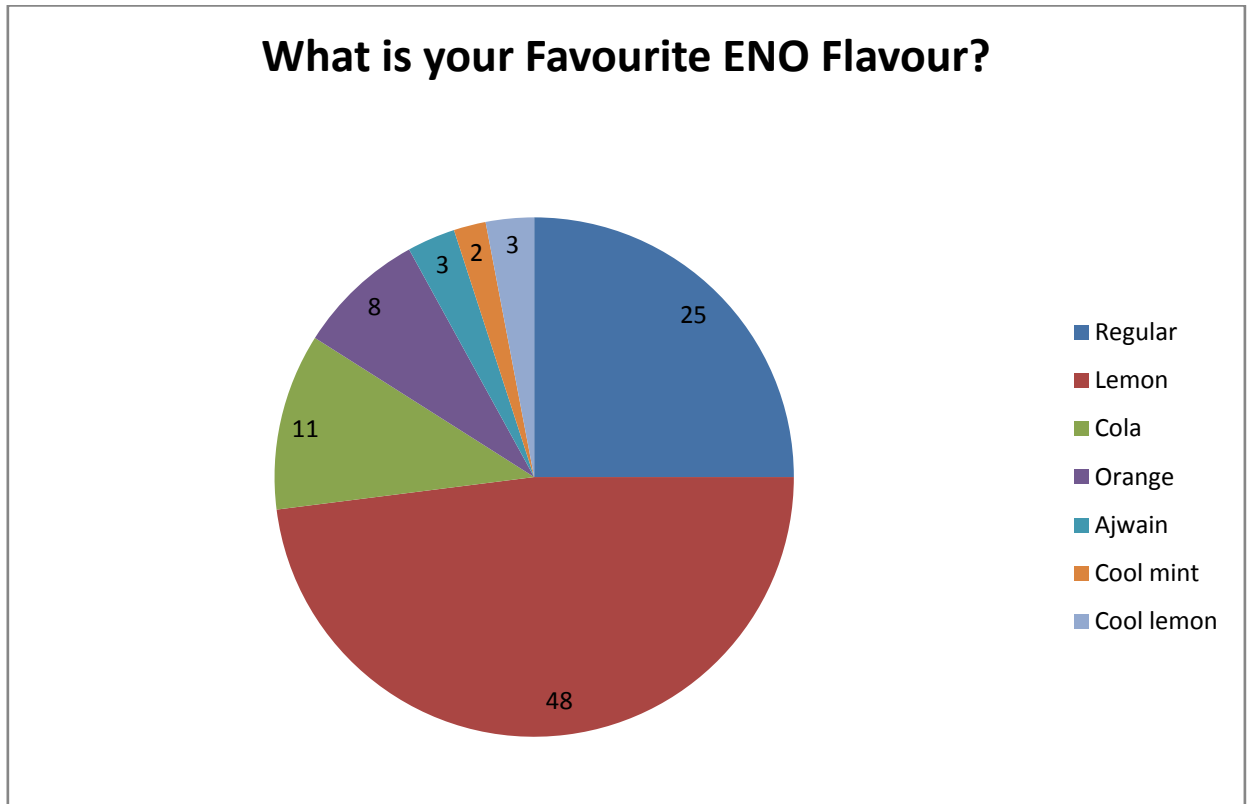


Figure 10 What is your Favourite ENO Flavour?

6. How much quantity of ENO Product purchase at a time?

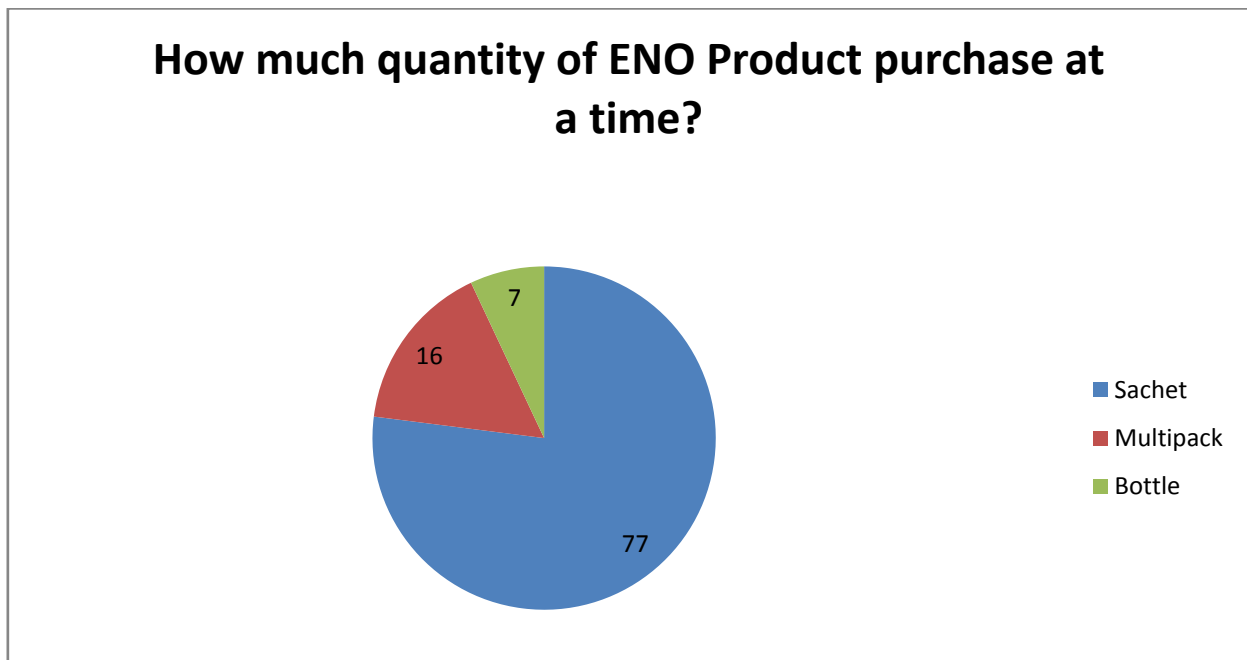


Figure 11 How much quantity of ENO Product purchase at a time?

7. Which type of promotion makes you buy ENO products?

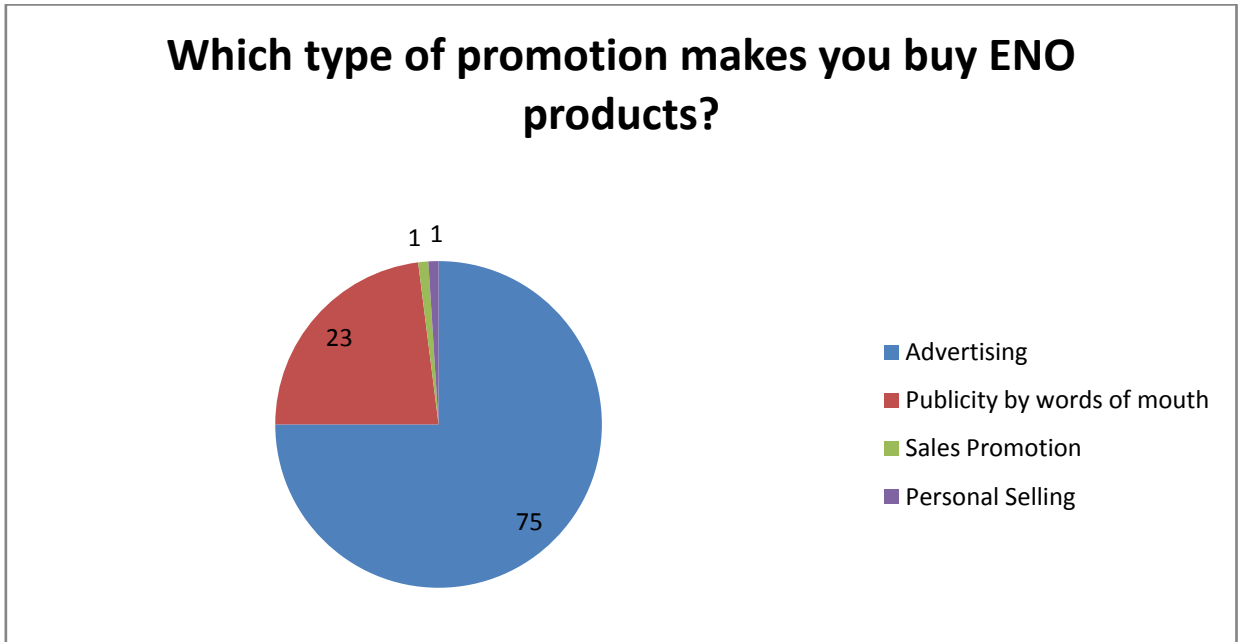


Figure 12 Which type of promotion makes you buy ENO products?

8. Which quality makes you buy ENO over its competitors?

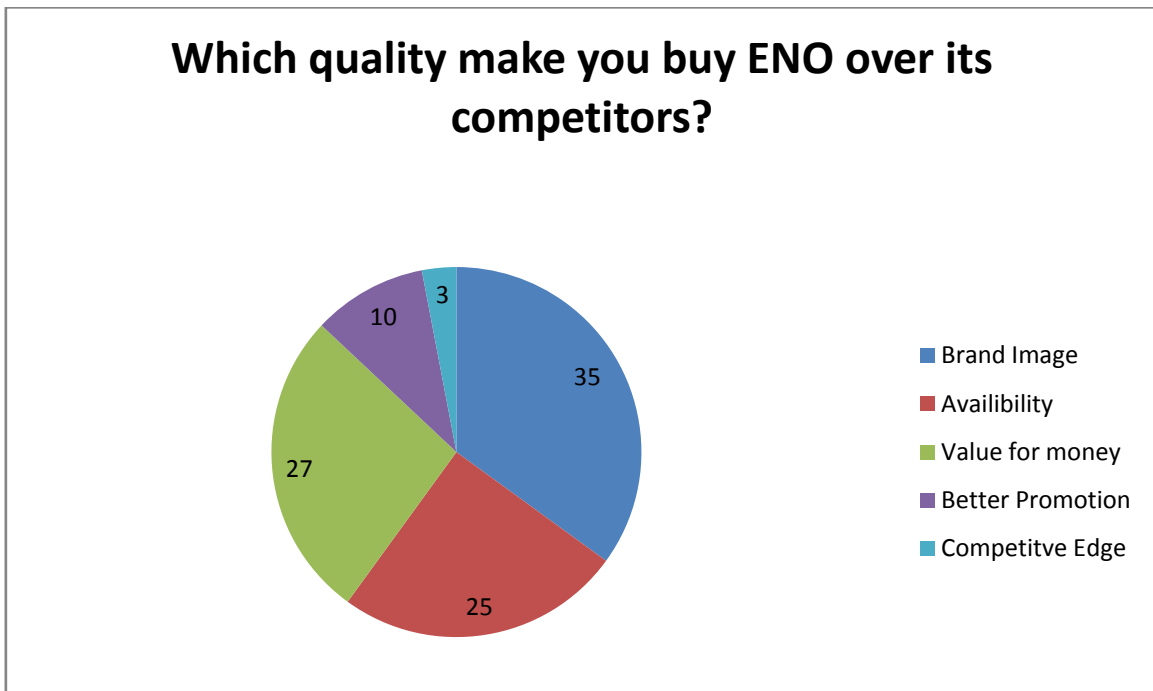


Figure 13 Which quality make you buy ENO over its competitors?



9. How often do you buy an ENO Product?

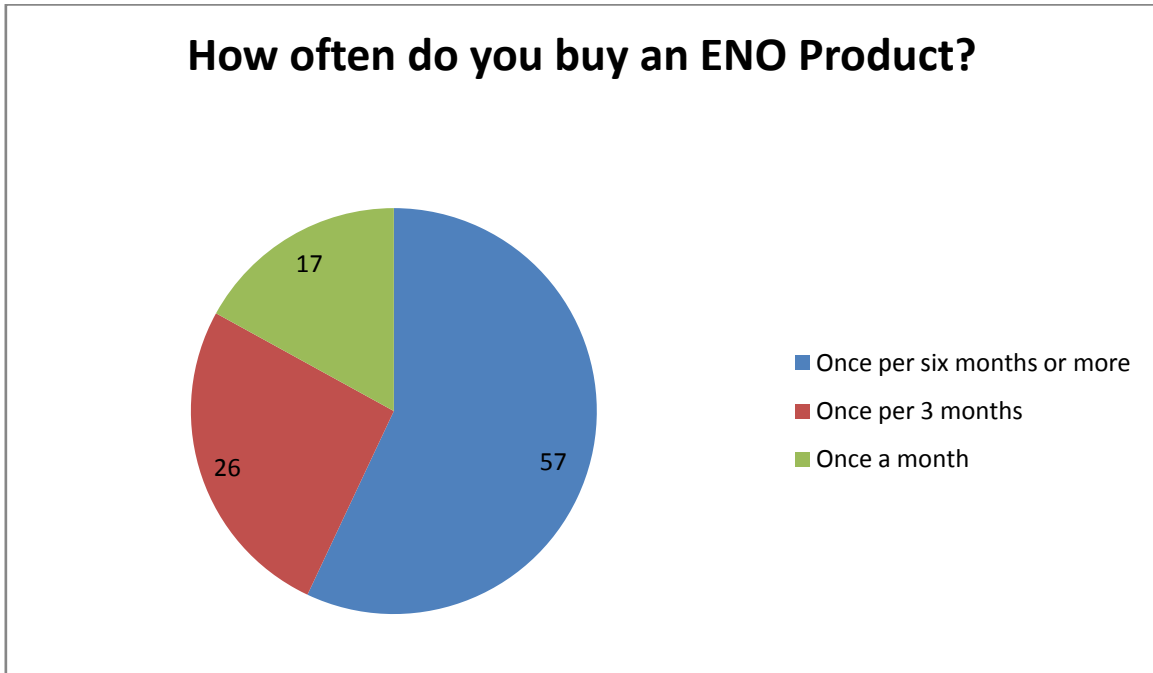


Figure 14 How often do you buy an ENO Product.

10. What do you think about the quality of an ENO Product?

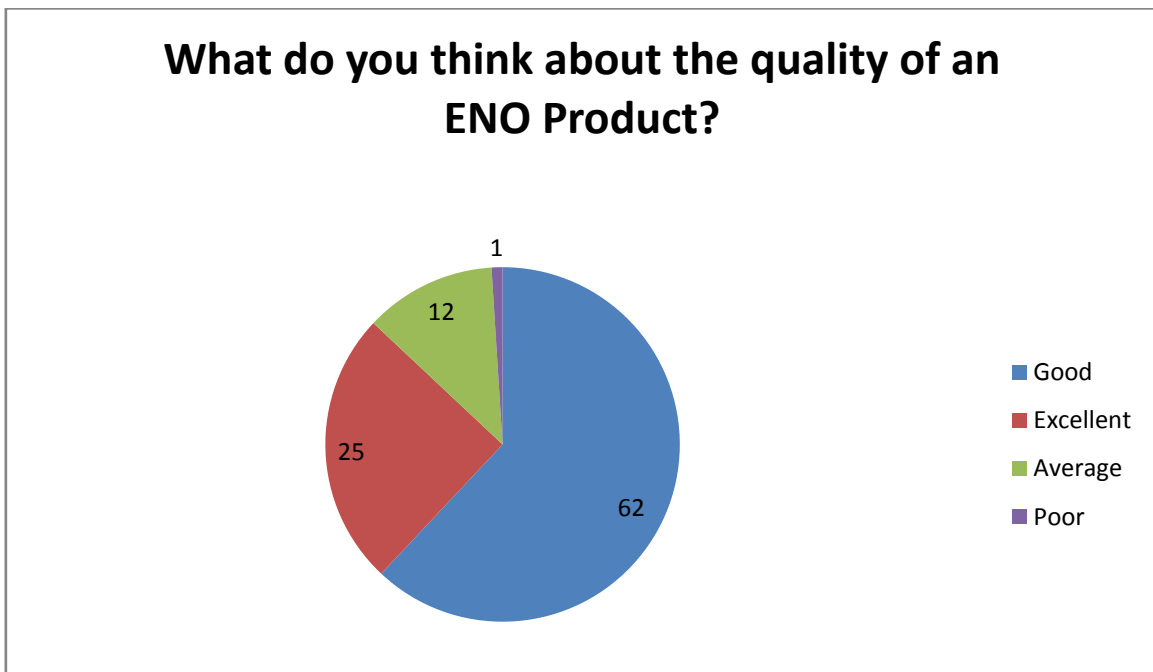


Figure 15 What do you think about the quality of an ENO Product.

11. Will you recommend to your friend or family to buy an ENO Product?



Figure 16 Will you recommend to your friend or family to buy an ENO Product

12. How Loyal are the ENO Brand?

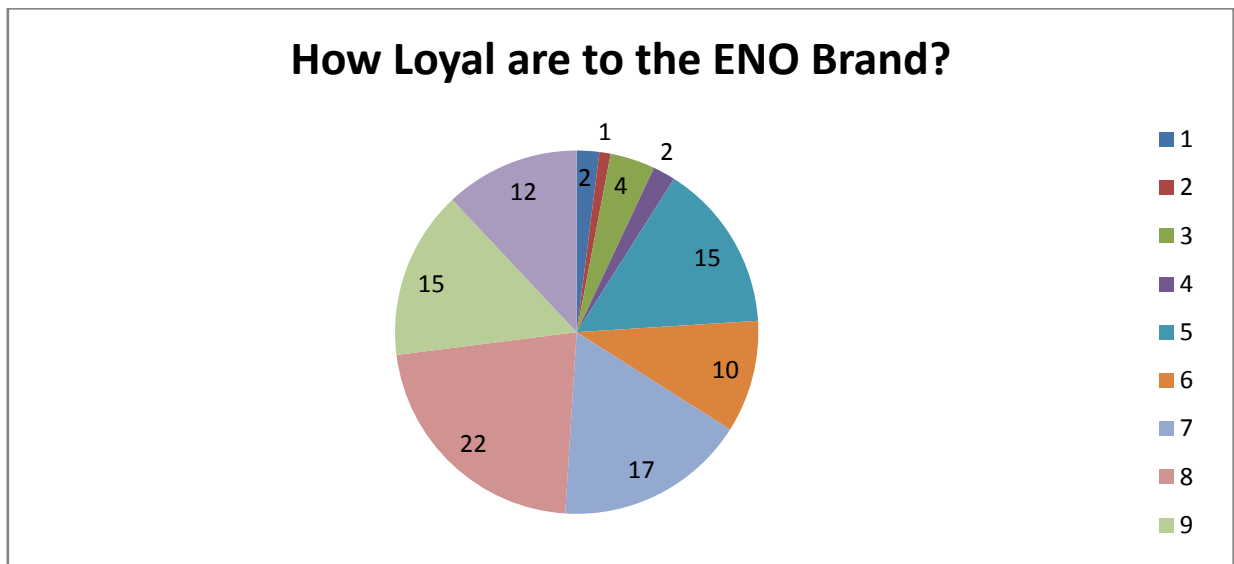


Figure 17 How Loyal are to the ENO Brand?

How Loyal are to the ENO Brand?

100 responses

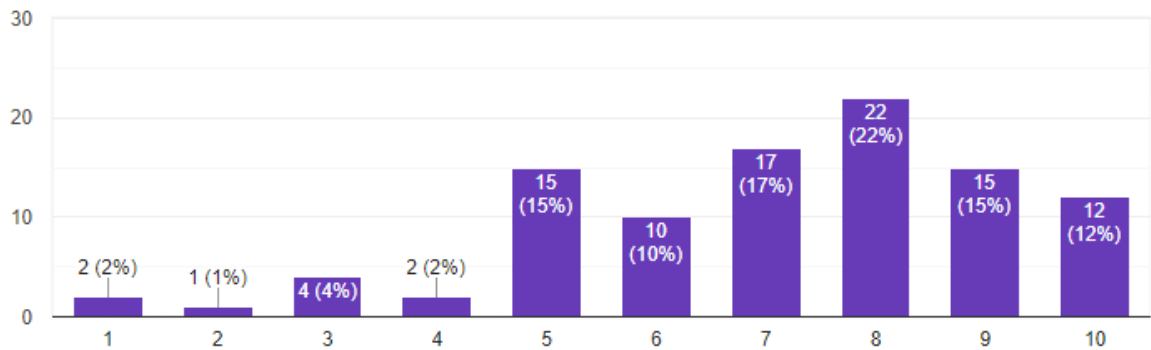


Figure 18 How Loyal are to the ENO Brand? 2

13. Do you trust the ENO brand/products?

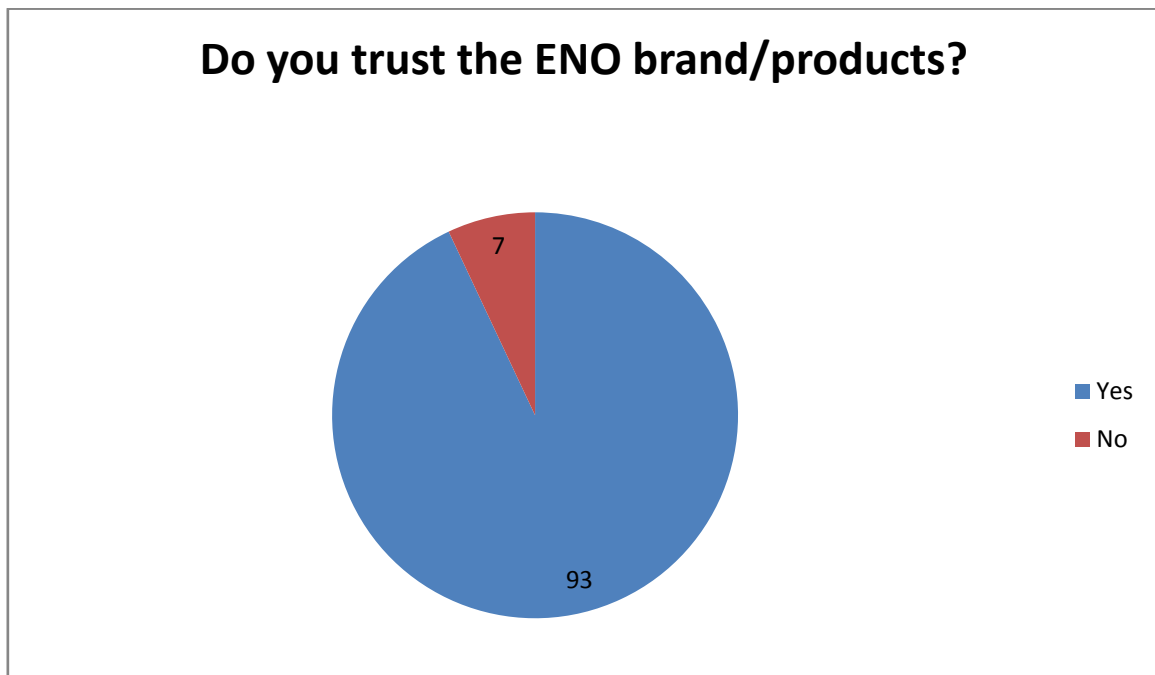


Figure 19 Do you trust the ENO brand/products?

### Findings and Conclusions

From the findings we gathered from questionnaire we can conclude the following:

1. Majority of respondents have tried Powder product of ENO.
2. Majority of respondents prefer the regular flavor of ENO products.
3. Majority of respondents purchased sachets of ENO products.
4. Majority of respondents said advertising makes them buy ENO products.

5. Majority of respondents brand image of ENO makes them buy ENO over its competitors.
6. Majority of respondents said they buy ENO products once per six months or more.
7. Majority of respondents think ENO products have good quality.
8. Majority of respondents will recommend their friend or family to buy ENO products.
9. Majority of respondents rated their loyalty to ENO brand as 8 out of 10.
10. Majority of respondents trust ENO brand/products.
11. Majority of respondents with underlying condition and without underlying condition are from the age group (15-30 years olds) and have bought ENO product which is of powder type of product.
12. Majority of respondents with underlying condition have their favorite ENO flavor as lemon
13. Majority of respondents without underlying conditions have their favorite ENO flavors as lemon and regular.
14. Majority of respondents with underlying condition and without underlying condition purchase sachet of ENO and will recommend ENO to family and friends' product which is of powder type of product.
15. Majority of respondents with underlying condition and without underlying condition also prefer advertisement and public by word of mouth as type of promotion of ENO and have trust in ENO brand.

## **Conclusion**

As the healthcare and antacid industry in India expands to become a larger market in India. The possibility of ENO becoming an even larger brand increases with ENO retaining its market leader position in the antacid market. From the study above we can conclude that ENO has an advantage in the antacid market because of its brand image in public and advertisement in the media. As people without any underlying gastrointestinal condition/ailment rarely buy any antacid and people with underlying gastrointestinal condition/ailment see ENO as a temporary relief for their condition. Therefore we see ENO products being bought once in every 3-6 months time period.

As the consumption of junk food increases in the common public. The acidity cases increase day by day and among the youth. ENO can market itself with food joints and restaurants. So it could be seen as a cure for acidity. The availability of various ENO flavors don't make the consumer attracted to the ENO brand as they must buy the regular flavor of ENO brand. The sachet version of ENO product is bought mainly because it's a one time use for the consumer for his acidity problem. It is mainly bought by youth or middle aged consumers as they don't have any underlying gastrointestinal condition/ailment compared to elder or 45 years old or above customer with underlying gastrointestinal condition/ailment are not interested in ENO products as they are looking for permanent solution for their underlying gastrointestinal condition/ailment than a temporary relief.

GSK should invest more on the advertisement of its ENO brand as it shows good result in brand image and trust. It should focus less on making different flavours of ENO products. Quality of the product is where the

company can improve to maintain their position as a market leader in the antacid market. Good quality is sufficient for an antacid product to have but need to aim to provide excellent quality to be on top of its market. As ENO products are cheaper it gets large business in the market.

ENO as a brand is a successful brand in India. Its brand image is spectacular in the eyes of the public in India. Therefore it contributes to the brand loyalty its consumer has towards the ENO brand. As consumers see that ENO products have good quality and are cheaper than other alternatives it can be said that consumer buying behavior is in ENO's favour.

India is on its way to becoming a middle income country. It is also going to have the largest population of workforce in the world which would consist of mostly the youth and middle aged population. Taking this into consideration the market of antacid is going to rise as time goes on. Along with this internet penetration is also going to rise and India is going to have a big digital market.

With all this information available to us from the study we can say that ENO as a brand has a bright future.

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