

A Project Report on “A Study on Consumer Brand Loyalty and Purchase Behavior Towards One8’s Products”

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Abstract: This research shows that consumer brand loyalty and purchase behaviour towards One8, a celebrity-led lifestyle brand endorsed by Indian cricket icon Virat Kohli. The research aims to explore how factors such as product quality, brand image, celebrity endorsement, and emotional connection influence consumer decisions. With the rise of celebrity-endorsed brands in India, One8 has emerged as a key player in the lifestyle and athleisure market, offering a diverse product range including athleisure wear, fragrances, innerwear, footwear, and fitness services.

The study utilized a descriptive research methodology with a sample size of 180 respondents, primarily from urban areas, aged between 18–30. Data was collected through structured questionnaires and analyzed using charts and graphs. Findings reveal that One8 enjoys strong consumer loyalty, particularly in athleisure and innerwear segments, driven by consistent product quality and the aspirational value attached to Virat Kohli’s endorsement. Most consumers prefer online shopping, and digital platforms like social media play a critical role in product discovery. Furthermore, sustainability and ethical practices emerged as influential factors in purchasing decisions.

The results emphasize that brand loyalty is largely influenced by emotional attachment, perceived product value, and brand reputation. However, the study is limited by its geographic focus and sample scope. Future research should include comparative analysis with competing brands and a wider demographic range to gain deeper insights. The findings can guide One8’s marketing strategies to enhance customer retention, improve product offerings, and strengthen its brand position in the competitive lifestyle segment.

Keywords: Brand loyalty, Celebrity Endorsement, Purchase behavior, Brand reputation and Emotional attachment.

I. Introduction

The emergence of celebrity-endorsed brands has significantly reshaped consumer behaviour, particularly among youth demographics. In recent years, celebrity-led brands have gained significant momentum in the consumer market, with Virat Kohli’s One8 emerging as a notable example. Launched in 2017 in collaboration with Puma, One8 has rapidly expanded its product portfolio beyond sportswear to include fragrances, innerwear, footwear, energy drinks, kids wear, and even hospitality services like One8 Commune.

The success of One8 can be attributed to its strategic brand positioning, leveraging Kohli’s global recognition and aligning with the aspirations of India’s youth. The brand’s expansion into diverse categories reflects a calculated approach to build a comprehensive lifestyle ecosystem, aiming to resonate with consumers on multiple levels.

Understanding consumer brand loyalty and purchase behaviour is crucial for evaluating the effectiveness of One8’s marketing strategies and product offering. Brand loyalty, characterized by repeat purchases and emotional attachment, can significantly impact a brand’s long term success. Factors influencing loyalty include product quality, brand image, celebrity endorsement and consumer trust.

Brand loyalty means a consumer’s interest to repurchase a same brand, is a critical factor influencing purchasing decisions. This loyalty often origin from positive brand experiences, brand identification, and emotional connections, which collectively contribute to brand equity the value derived from consumer perception and recognition of the brand. Studies have shown that emotional branding plays a vital role in building strong brand loyalty and advocacy among consumers. These customers not only repeat purchasing the product but also serve as brand supporter to spreading positive word-of-mouth and recommending the brand to others customers.

This study aims to explore the dimensions of consumer brand loyalty and purchase behaviour towards One8’s products, providing insights into the factors that drive consumer decisions in the context of a celebrity-led brand. By examining these aspects, the research intends to contribute to the understanding of brand dynamics in the evolving Indian consumer market.

II. Review of Literature

Ms.S.Nimina, Dr.M.Vadivel, juni khyat (2025)

Project titled a study on product quality on consumer brand loyalty on nestle products they find that product quality is linked to brand loyalty, but improvements are needed in taste, flavour, and consistency. Marketing and consumer service play significant

roles in fostering brand loyalty. Nestle should focus on consistent product quality to enhance brand loyalty among diverse customers.

Yexin Zheng (2024)

In impact of brand loyalty on consumer purchase decisions and analysis of sustainable consumption strategies insights are Increasing public awareness of environmental protection necessitates integrating brand loyalty with sustainable strategies for business growth. Brand loyalty enhance consumer purchasing willingness and reduces perceived risks, benefiting market share. Combining brand loyalty with sustainable strategies supports consumer demand for environmental protection and ensures long term business stability.

Pulka Mahato (2024)

In a study of consumer buying behaviour and brand loyalty in a FMCG market insights are effective marketing strategies, including engaging advertising and promotions are crucial for influencing consumer behaviour and fostering brand loyalty in FMCG market. Understanding cultural and socio-economics factors is essential for tailoring marketing strategies to strengthen consumer connections.

Agoston Temesi, Z. Lakner, Brigitta Unger-plasek (2023)

Brand schematicity (BS) significantly influences purchase frequency of alcoholic beverages, while brand loyalty (BL) and brand relevance in category (BRiC) do not. BS levels are higher for alcoholic beverages compared to non-alcoholic ones, particularly for beer. This study is the first to explore the connections between these brand related factors and their impact on alcoholic beverage purchases.

Muhammad Hery, Santoso, N.Nawiyah (2023)

Brand loyalty significantly influences consumer purchasing decisions, with t-count of 8.197. perceived quality also significantly impacts purchase decision and companies should focus on enhancing brand loyalty and perceived quality to improve sales.

N.N. (2023)

Social media significantly influences consumer purchase behaviour and brand loyalty through access to information, reviews, and direct engagement with brand. Brands should strategically utilize social media to enhance customer interactions and build trust. Understanding social media dynamics is crucial for businesses to effectively engage customers and foster brand loyalty.

Yoon Heo, Zack P, Pederson, Antonio Williams (2023)

Collaborations between sports footwear/apparel brands and fashion icons significantly impact sports consumers. Self-image congruence plays a crucial role in influencing brand loyalty. Recommendations includes leveraging self-image congruence in marketing strategies to enhance brand loyalty.

III. Research Methodology

Type of the study: Descriptive Analysis

Dependent variable: Brand loyalty and Purchase Behaviour

Independent variable: Product quality, Brand image, Celebrity endorsement, customer satisfaction, and Demographic factors.

Population: 200

Sample Size: 180

Sampling Technique: Random sampling

Research Instrument: Questionnaire

Data Collection:

The study is based on both primary and secondary data.

Primary data is collected from the customers through the questionnaire.

Secondary data is collected from journals, websites, and books.

Objectives:

- To study the influence of product categories on consumer brand loyalty.
- To analyze the impact of demographic factors on purchase behaviour.

- To examine the role of celebrity endorsement in shaping consumer loyalty.

Limitations of The Study:

The study has limited by a relatively small sample size, which can affect the generalizability of findings to the broader population of One8 consumer.

If the survey or data collection is limited to a specific region or city, the insights may not reflect the behaviour of consumers in other areas with different cultural or economic backgrounds.

Participants may provide socially desirable responses or may not accurately recall their purchase behaviour leading to response bias.

The study does not offer comparative insights with competitors which could limit the strategic implications.

Since One8 is associated with a celebrity (Virat Kohli), separating the influence of the celebrity from brand's core value proposition may be challenging.

Need of The Study

The emergence of celebrity-led brands has reshaped consumer markets, with Virat Kohli's One8 standing out as a prominent example. Transitioning from a sportswear line in collaboration with PUMA to an independent lifestyle brand, One8 has diversified into athleisure, fragrances, innerwear, footwear, and fitness services. This evolution presents a unique opportunity to explore how celebrity influence impacts consumer brand loyalty and purchasing behaviour.

Brand loyalty is a critical factor influencing repeat purchase behaviour, leading to increased customer retention and higher profitability. Research indicates that strong brand loyalty contributes to a competitive advantage in the market. Understanding the dimensions of brand loyalty such as emotional attachment, trust, and satisfaction are key factors to grasp.

Celebrity endorsement significantly affects consumer perceptions and behaviours. Consumers often associate the qualities of a celebrity with the brand they endorse, enhancing brand credibility and attractiveness. This association is particularly relevant for One8, given Virat Kohli's status and influence. Studies have shown that aspects like celebrity attractiveness, credibility, and product match-up promote purchase intentions, with brand loyalty mediating this relationship.

Insights into consumer brand loyalty and purchase behaviour can inform targeted marketing strategies for One8. Understanding factors such as product quality, emotional connection, and brand trust can help design personalized marketing campaigns, loyalty programs, and product offerings that resonate with consumers. While existing studies have explored brand loyalty in various contexts, there is limited research focusing on celebrity-led brands like One8. This study aims to fill this gap by providing empirical insights into how celebrity influence intersects with consumer loyalty and purchasing decisions.

This research is key in understanding the interactions of consumer brand loyalty and purchase behaviour in the context of a celebrity led brand. The findings will contribute to academic literature and provide practical insights for marketers aiming to leverage celebrity influence in building strong, loyal customer bases.

Scope of The Study

This research aims to comprehensively examine the factors influencing consumer brand loyalty and purchase behaviour concerning One8's diverse product offerings. The scope encompasses several key dimensions. The study will focus on One8's range of products, including athleisure, fragrances, innerwear, footwear, and fitness services, to understand consumer preferences and loyalty across these categories. Targeting a diverse consumer base, the research will analyze how factors such as age, gender, income, and lifestyle influence brand loyalty and purchasing decisions. The study will delve into psychological aspects like emotional attachment, trust, and perceived quality, assessing their impact on brand loyalty and repeat purchase behaviour and also Virat Kohli's association with One8, the research will explore how celebrity endorsement affects consumer perceptions and loyalty. While the primary focus will be on urban markets in India, the study may also consider emerging markets to gauge the brand's appeal in diverse cultural contexts. And methodological approach of the study is a mixed-methods approach, the research will utilize both qualitative and quantitative data collection techniques, including surveys and interviews, to acquire comprehensive insights. By addressing these dimensions, the study aims to provide valuable insights into the dynamics of consumer behaviour and brand loyalty in the context of a celebrity-led brand like One8.

Data Analysis

Primary Data: A questionnaire was created to collect the data from consumers of the One8. A Google form is created and shared to friends & family members who are consumers of One8 products.

Secondary Data: Secondary data was collected from articles published in newspapers, magazines and browsing from internet.

Tools Used: MS Excel, Google forms, Charts, and Pie charts

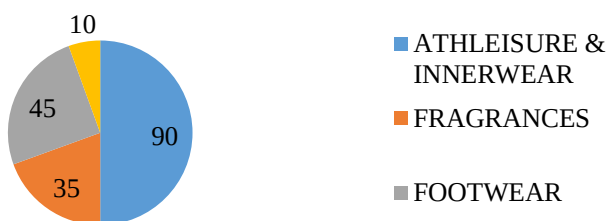
Using statistical tool for analysing the hypothesis

H_{01} : There is no significant effect of celebrity endorsement by Virat kohli on consumer purchase behaviour.

H_{11} : There is a significant effect of celebrity endorsement by Virat kohli on consumer purchase behaviour.

Which One8 Product Categories Have You Purchased?

ATHLEISURE & INNERWEAR	FRAGRANCES	FOOTWEAR	FITNESS SERVICES
90	35	45	10



Interpretation: Athleisure, innerwear and footwear are the most purchased, indicating these are One8's core strengths with high consumer acceptance.

Which One8 Product Category Do You Feel Most Loyal To?

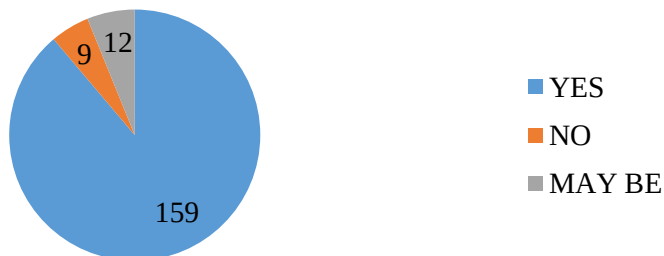
ATHLEISURE AND INNERWEAR	FRAGRANCES	FOOTWEAR	FITNESS SERVICES
80	49	35	16



Interpretation: Consumers are most loyal to athleisure and innerwear, showing these categories drive strong brand attachment. And fragrances also attracting the customers.

Does Virat Kohli's Endorsement Increase Your Trust in One8's Products?

YES	NO	MAY BE
159	9	12



Interpretation: Kohli's association increases trust in One8 for most consumers. His influence is a strong driver of consumer confidence.

Statistical Analysis

Chi- Square Calculation:

Observed frequency.

Response	Observed (O)
YES	159
NO	9
MAY BE	12

Total: - 180

Expected frequency.

Response	Expected (E)
YES	60
NO	60
MAY BE	60

Chi-square formula:

$$\chi^2 = \sum (O-E)^2 / E$$

Degree of freedom:

$$Df = (\text{number of categories} - 1) = (3 - 1) = 2$$

Critical value at $\alpha = 0.05$ for $df = 2$:

From chi square table value is 5.991

Conclusion:

Calculated $\chi^2 = 245.1$

Critical $\chi^2 = 5.991$

Since $245.1 > 5.991$, we **reject the null hypothesis**.

Interpretation:

There is a **significant effect** of celebrity endorsement by **Virat Kohli** on **consumer purchase behaviour** towards One8.

IV. Findings

The majority of One8 consumers fall in the 18–30 age group, showing the brand strongly align with young adults who connect with Virat Kohli's image and active lifestyle branding.

Most respondents are urban males, It shows One8 currently appeals more to city-based male consumers, indicating potential for growth among rural and female audiences.

The majority of buyers earn between ₹20,000–₹35,000, highlighting that One8 products are affordable for middle-income groups as well as higher income groups, balancing price and brand value effectively.

A significant part of customers prefer online shopping, which emphasizes the importance of e-commerce platforms and digital marketing for One8's continued growth.

Brand reputation is the top factor influencing purchase decisions among respondents, indicating that maintaining a strong, trustworthy brand image is crucial for consumer retention.

Consumers show high satisfaction and loyalty toward athleisure, innerwear, and footwear confirming these as One8's most successful and consistent product lines.

Virat Kohli's endorsement significantly enhances trust and perceived quality of One8 products, reinforcing the importance of his image in brand positioning.

The wide range of products offered by One8 positively affects consumer brand loyalty as it allows customers to find multiple solutions within a single brand.

A majority of respondents consider sustainability and ethical practices important, suggesting One8 should highlight eco-conscious practices in its branding.

Positive feedback on fragrance and footwear categories indicates opportunities for growth and brand penetration in these segments through targeted promotions.

V. Conclusion

The study reveals that consumer brand loyalty and purchase behaviour towards One8 are significantly influenced by factors such as product quality, brand image, and celebrity endorsement, particularly by Virat Kohli. Most consumers, especially from the 18–30 aged group in urban regions, demonstrated strong loyalty toward One8's athleisure, innerwear, and footwear products. Virat Kohli's association with the brand greatly enhances consumer trust and perception, underlining the power of celebrity influence in branding.

Online shopping emerged as the preferred purchasing channel, and factors like emotional attachment, sustainability, ethical practices and varieties played a vital role in shaping consumer preferences. The findings confirm that consistent product quality and credible endorsements lead to increased repurchase intentions and brand encouragement.

Though insightful, the study is limited by its sample size and geographical focus. The future research should explore competitor comparisons and broader demographic segments to build a more comprehensive understanding of consumer loyalty in celebrity-led brands.

This project report suggests that since the current customer base is largely male and urban, One8 should consider expanding product lines for women and strengthening outreach in rural areas through regional campaigns and influencers. Capitalize further on Kohli's influence by featuring behind-the-scenes content, fitness tips, and exclusive collaborations that strengthen the emotional brand connection with fans. Though brand reputation and social media are key drivers, the brand can improve visibility by using regional influencers, interactive campaigns, and offline marketing like One8 events.

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