

A STUDY ON BRAND LOYALTY AND IT'S EFFECT ON BUYING BEHAVIOR IN PUDUKOTTAI

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Abstract

The main purpose of this paper is to study women's buying behavior and brand loyalty as regards to cosmetics in Pudukkottai town in the context of increasing consumption of such products. Questionnaire were distributed to 26 respondents for self-completion. A non-probability convenience sampling method has been used for this survey. The study found that women likes to use cosmetics for fashion and health, that beauticians were the most effective source of brand awareness and medical stores held the most trusted channel of distribution. The study helps producers and marketers of cosmetics products to take various decisions regarding product, distribution and promotion aspects of the marketing mix.

Keywords: *Brand loyalty, Buying behaviour, Cosmetics.*

Introduction

The general term 'cosmetics' is applied to all preparations used externally to condition and beautify the body, by cleaning, coloring, softening, or protecting the skin, hair, nails, lips or eyes. Cosmetics are, therefore, products intended to be applied to the human body for cleansing, beautifying, promoting attractiveness or altering the appearance without affecting the body's structure. This broad definition includes any material intended for use as a component of a cosmetic product. The growth of cosmetics and beauty products markets has become significant as consumers are increasingly becoming aware of appearance, beauty, grooming and the choice of personal care products. Understanding this sector should be of valuable use to marketers in identifying marketing opportunities to ensure greater efficiency in the use of resources and other efforts, which are directly related to consumer purchasing behavior such as market segmentation, consumer targeting, product features, promotional and selling efforts. This paper provides an overview of the cosmetics market and its importance and examines the influence of various parameters and brand loyalty on women's buying behavior concerning cosmetics. This study will provide useful information to the business sector as well as dealers in retailing sectors.

Review of Literature

Tucker W.T., (1964) defined brand loyalty as three successive preference of the same brand in their empirical studies of this concept. Ronald, F. and Harper , B. (1965) conducted a comparative study and indicated that socio-economic variables could not be differentiated between private and manufacturer's brand loyal consumers. Aaker & Keller (1990) argued that loyalty is closely associated with various factors, one of the main ones being the experience of use. Customers may be loyal owing to high switching barriers related to technical, economical or psychological factors, which make it costly or difficult for the customer to change. From another point of view, customers may also be loyal because they are satisfied with the brand and thus want to continue the relationship (Fornell, 1992). Keller (2003) argued that famous brand names can disseminate product benefits and lead to higher recall of advertised benefits than non-famous brand names. There are many unfamiliar brand names and alternatives available in the market place. Consumers may prefer to trust major famous brand names for satisfying purposes. These prestigious brand names and their images attract consumers to purchase the brand and bring about repeat purchasing behavior and reduce price related switching behaviors' (Cadogan & Foster, 2000). Nair Vinith Kumar and Pillai Prakash R., "A study on Purchase Pattern of Cosmetics among Consumers in Kerala." (2007).¹ The study analyses the purchase patterns and spending styles of people belonging to different segments of Cosmetic consumers in Kerala.

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Need for the Study

Consumer attitude gives both difficulty and development to the company. Now, Consumers have lot of interest regarding the cosmetic products and also they having awareness about cosmetic product attributes. Here, the cosmetic companies need to understand the consumer attitude on cosmetics buying behavior which brings success of them. This study focuses on the factors that affect the buying decisions of consumers. This research objective is to get reliable and valid results that helps to the company in planning their future activities and marketing strategies.

¹ Tucker W.T "The Development of Brand Loyalty, Journal of Marketing Research, August,1964.pp.32-35.

² Ronald,F;and Harner,B."Private Brand Prone Grocery Customers Really Different ",Journal of Advertising Research,vol.5 December 1965.pp.27-35.

Problem Identification and Formulation

As is evident from the description above, till date, good amount of researches were undertaken to study various aspects of Brand Loyalty at the International Level. However one is yet to come across similar researches in the field of Brand Loyalty at the National Level in India or within the Pudukkottai since the concept of Branding is yet to pick up in a developing nation like ours as compared to western more developed nations. Against such a backdrop, the researcher has decided to undertake a study that extends over a wide canvas entailing a comprehensive examination of the brand loyalty behavioral pattern of the cosmetic consumers in Pudukkottai.

Objectives of the Study

The study has been carried out with the following objectives:

- To examine the brand loyalty of women skincare cosmetic product among the consumer.
- To identify the important factors that influencing to Purchase the Skincare Cosmetics Products among the respondents.

Research Design

The research Design of a Study outlines the nature of information required for the purpose of the study, the sample were selected by a non-probability convenience sampling method to seek fair, impartial and effective data.

Primary Data

Primary data were collected through structured questionnaires. The questionnaire included both open-ended and closed -ended questions. Likert scales were used for some questions involving purchasing decisions and additional questions concerned demographic attributes of respondents.

Secondary Data

Reference books, Observation from the internet and academic journals were consulted to determine the existing level of knowledge about consumer buying behaviour. In addition, past research studies was used to frame the questionnaire.

Sampling Details

The population for this research study consists of women using cosmetics products. Working women, housewives and college students were contacted through a face-to-face interviewing method using the questionnaire. In this study, the sampling unit is the individual consumer who uses cosmetics products. A total of 26 women consumers were

contacted within the Pudukkottai town and the sample were selected by a non-probability convenience sampling method to seek fair, impartial and effective data.

Nature and type of the study

This research work is in the form of 'ex-post -facto' study in which the researcher tried to study the existing perceptions of the Women Skincare Cosmetics Buyers regarding the Concept of Brand Loyalty , The Factors Affecting it and the Factors Affecting the Purchase of Skincare Cosmetics in general, etc, without manipulating in any way the scenario as it stands presently. Thus, this Study is largely Empirical in approach.

Limitation of the Study

Since this study is exploratory and limited to a number respondents and locale, findings can be applied to the area of the research and used as a guide for further research into this area. Furthermore, consumer behavior for cosmetics is affected by several factors that include stress on too many color cosmetic brands.

Data Analysis and Interpretation

Table1: Influence of Age, Monthly Family Income, Occupation and Martial status

		N	Mean	SD	t	DF	Sig
Age	18 - 20	3	4.333	3.5	3.031	5	0.29
	21 - 25	11					
	26 - 30	3					
	31 - 35	5					
	36 - 40	3					
	Above 41	1					
	Total	26					
Income	Below 10000	5	6.50	2.646	4.914	3	0.16
	10000 - 25000	10					
	25001 - 50000	7					
	50001 and above	4					
	Total	26					
Marital Status	Married	16	13	4.243	4.333	1	0.144
	Unmarried	10					
	Total	26					
Occupation	Student	12	5.20	3.962	2.935	4	0.43
	Homemaker	5					
	Service	4					
	Business	2					
	Professional	3					
	Total	26					

The above table shows the influence of age on overall attitude of the respondents towards skincare cosmetics products. In order to find out the influence, Anova was performed and the results show a significant outcome ($t=3.031$; $p=0.29$). That is, the respondents differ significantly with respect to their age towards their attitude on skincare cosmetic products. On observing the mean values, it is noted that the respondents who are in the age group ($M=4.333$; $SD=3.5$). Hence, it is concluded that they have a positive attitude towards skincare cosmetics products. Next, the table shows the influence of Monthly Family Income on Overall attitude of the respondents towards skincare cosmetics products. Anova result shows a non-significant outcome ($t=4.914$; $p=0.16$). and the results on mean of ($M=6.50$; $SD=2.646$). Also, the table shows the influence of Occupation on overall attitude of the respondents towards skincare cosmetics products. Anova results show a significant with respect to their occupation is ($t=4$; $p=0.43$) and the mean results and standard deviation is ($M=5.20$; $SD=3.962$) and the table Marital status influences the skincare cosmetic users ($t=1$; $p=0.144$) and also the ($M=13$; $SD=4.243$).

The following are the factors influencing the category of age and the occupation groups as follows.

Table 2 Factors Influencing Age and Occupation cross Tabulation

Age/Occupation	Student	Homemaker	Service	Business	Professional
18-20	2	1	0	0	0
21-25	9	2	0	0	0
26-30	1	0	1	0	1
31-35	0	3	0	1	1
36-40	1	0	1	0	1
Above 41	0	0	1	0	0

Source: Primary Data

The table 2 shows that the comparison between the Age group and Occupation. It is identified by using the Anova calculation of mean of 2.17 on students and 0.83 of Homemakers and 0.67 of service women cosmetic users and 0.33 of business women 0.50 of professionals of skincare cosmetics users. And the median of (1.00) of student and 0.50 of homemakers and 0.50 of service and 0.50 of professional cosmetic users.

.	Student	Homemaker	Service	Business	Professional
Mean	2.17	0.83	0.67	0.33	0.50
Median	1.00	0.50	0.50	.00	0.50
Std.Deviation	3.430	1.169	0.816	0.516	0.548
Variance	11.767	1.367	0.667	0.267	0.300
Range	9	3	2	1	1
Multiple modes exist. The smallest value is shown.					

Major Findings

Brands of skincare products enjoying maximum brand loyalty:

The women respondents were asked to determine brand names of various categories of skincare products that they chose to use consistently / purchase repeatedly. The survey results as classified based on the main categories of skincare products viz. Body care, Facial care and Hand care are as under:

In the broader Body care segment-

- Among the General purpose body care products Vaseline turned out to be the leading brand with 25% brand Loyals, followed by Pond's with a loyalty score of 21% in second place and Fair and Lovely with a loyalty score of 18% in third place.

In the broader segment of Facial care products, the loyalty scores of these respondents were observed as under-

- Among the Acne Treatment products Himalaya Herbals was the leader with a loyalty score and clean @ clear followed the second vicco shared the third spot .
- In the Face masks category Ever youth led with a loyalty score of 18% Pond's followed with 8.12% and Fair&lovely with the score of 7% occupied third.
- Among the Cleaners Clean & clear led the market first and followed by Everyouth and Lakme with respectively.
- The Anti-agers, category had Olay as the leader with a loyalty score followed by pond's and Garnier with scores respectively.
- Among the Facial moisturizers, Pond's had the maximum no. of loyal's followed by Vaseline with a loyalty score and Nivea at third place.
- In the Lip care category, Vaseline was the clear winner followed with Nivea and Lakme products.
- In the Toner category Lakme led loyal to its credit followed by Amway and Pond's.

Finally, in the broader Hand care segment ,Vaseline emerged a winner again with the loyalty score followed by Dettol and pond's with third place.

Suggestions

In order to maintain and extend the Brand Loyalties of the existing Customers and to induce Non-users or Competitor's Customers to Switch their brands in their favour, companies should embark upon the following endeavors.,

1. Develop Long-term outlook coupled with Extensive Research and Development.
2. Continuous Product Innovation
3. Quality Strategy

4. Build Brand Equity by creating the right brand knowledge structures with the right customers.
5. Brand Extension and Multi-Brand Strategy.

Conclusion

Based on the research, it is concluded that there are many factor which may be considered as very important for respondents when purchasing cosmetics. Although brand loyalty is important for any organization because it gives surety that products will have a strong bond in the minds of consumers and this will discourage them from switching to another brands, the research here indicated that it was not easy to obtain and sustain consumer loyalty. However, information has been gathered here which should help in structuring communications campaigns and designing promotional efforts. Finally, in order to create a successful brand, marketing managers should be more devoted on building brand image.

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