

**A STUDY ON BRAND LOYALTY AND ITS EFFECT ON BUYING BEHAVIOUR IN CASE OF SELECTED COSMETICS PRODUCTS IN THE STATE OF TAMIL NADU**

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**ABSTRACT**

In the modern marketing environment consumers are becoming more and more demanding since the market is glutted with endless products and countless brands and offering them rich choices. The purchase behaviour of the consumers for such products is of special interest to the marketer since these items are purchased repeatedly and it is this purchase that results in generating volumes and profits. Brand loyal consumers as a matter of fact, provide the basis for a stable and growing market share of a company. Therefore, interest of marketers hover around the ways and means to develop and sustain brand allegiance for their products and services. However, retaining customers in a highly competitive and volatile market place is indeed a difficult proposition. Creating brand loyalty in an overcrowded category is an onerous task. However, in the Indian market it is not altogether impossible, if the success of Hindustan Unilever, Titan, Amul, Maruti- Suzuki , Nirma, Airtel and many others is of any indication. 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 behavioural pattern of the women skincare cosmetics consumers in the state of Tamilnadu.

**Keywords:** Brand loyalty, Buying behaviour, Cosmetics products, Tamil nadu

**INTRODUCTION**

Consumer behaviour reflects the totality of client's selections with admires to acquisition, consumption and disposition of items, offerings, time and idea by (human) decision making models (over time). It also includes whether, why, when, where, how, how much and how often and how long consumer will use or dispose of an offering. Thus, in this condition

consumer's awareness and attitude towards wide range of products would be the key element for consumer choice. Hence, the present study would examine the influence of brand loyalty on consumer behaviour in purchasing cosmetics products. Further, the study also propelled to explore the attitude, awareness, and constraints in choice making process of woman customer.

### **Brand awareness**

Brand awareness refers to buyers' capacity to don't forget and respect the Brand underneath different conditions and link to the brand identify, emblem, jingles and so on to unique associations in reminiscence. It contains both Brand attention and Brand do not forget. It helps the purchasers to recognize to which product or service class the particular brand belongs and what merchandise and services are sold underneath the Brand name.

### **Brand trust and the consumption pattern**

Brand trust is the intrinsic 'believability' that any entity evokes. In the commercial world, the intangible aspect of Brand trust impacts the behavior and performance of its business stakeholders in many intriguing ways. It creates the foundation of a strong brand connect with all stakeholders, converting simple awareness to strong commitment.

### **Beauty industry in India**

The overall Beauty Business in India is growing phenomenally with the cosmetics market growing at 15-20% annually. The retail beauty and cosmetics market in India currently estimated at USD 950 million is pegged at USD 2.68 billion by the year 2020. In India, the beauty care market consists of salons, cosmetic treatment centres and cosmetic products and is likely to become the main contributor to the growth of Indian wellness industry. Women contribute to over 85% of the Salon industry revenue, while men's hair is the next wave set to hit the Indian Salon Industry. The rising beauty concerns among both men and women are propelling the Indian cosmetics industry, which has witnessed a strong growth in the last few years.

### **Factors Affecting Brand Preference**

Brand adoption or preference has been receiving increased attention in extant literature. Cooper (1993) noted that most new innovations come with high risks as most of them failed in the marketplace creating the need for marketers to have a clear understanding of success factors in brand adoption<sup>83</sup>. Theories of adoption have often been used to explain how consumers form preferences for various goods and services (Rogers, 1995) Generally, these theories emphasize on the importance of complexity, compatibility, observability, triability, relative

advantage, risk, cost, communicability, divisibility, profitability, social approval, and product characteristics in brand preference (Wee, 2003)85

### **NEED OF THE STUDY**

The study would be an important tool to exemplify the is nuances pertains to the women consumers in cosmetics products consumption, as development encapsulated the concept of women empowerment but it is imperative to examine whether the cultural constraints would enable the women to obtain their required share in the domain, at this juncture the study would give the clarity to the policy makers and the retail marketers to conceive the polices to promote the domain to address the issues of women requirements in cosmetics products domain, rights of the women consumers sovereignty need to addressed properly and facilitate them to participate in more effective way in the consumption process thereby ensure the optimum marketing strategy in the one hand and the consumers satisfaction on other hand.

### **OBJECTIVES OF THE STUDY**

- To evaluate the in the spending habit of women towards cosmetics in the study area
- To assess the intensity of brand loyalty towards consumer behaviour of the selected respondents in the study area
- To map out the socio-economic conditions in determining the brand loyalty on cosmetics products of selected respondents in the study area
- To make comparative analysis of consumption pattern of housewives and working women in the study area.
- To identify the attitude of perception and women consumer on cosmetics products in the study area
- To highlight the determinants of consumer behaviour on cosmetics products of the selected respondents in the study area.
- To formulate the suitable policy measures

### **METHODOLOGY**

#### **Sources of Data**

Both secondary and primary data have utilized for the study purpose

#### **Secondary Data**

The sources of data, sampling frame, method of data collection and the non-sampling error of the study are presented in this section. The present study is based on primary as well as secondary data. The relevant and available information were collected at various levels. Secondary Data

were collected from:(I) Census of India (ii) National sample Survey reports (iii) books, Journals, Reports, News paper, Seminar, conference papers, Economic magazines of the banks on this subject matter have also been referred to.

### **Primary Data**

Primary Data were collected from the women consumers across through interview and discussions at various levels. The Method of Data collection was personal interview with the respondents by administering the questionnaires. The structured questionnaire conceived to obtain the relevant information from the respondents,

### **Selection of sample**

Stratified random sampling method was adopted to select the sample for the study. The respondents were classified into two segments working women and housewives, 200 samples from each category was selected for the study in order to ensure the appropriate representation for comparative analysis and ensure the close to the proximity of the study.

### **Analysis of Data**

Statistical tools like percentage analysis, cross tabulation chart analysis, frequency distribution, and correlation ANOVA, Logit Regression, are applied to find out the major factors determines the socio economic status of women consumer.

### **LIMITATIONS OF THE STUDY**

- Consumer pattern had traced through information provided by the respondents and no cross check mechanism deployed
- Retailer's perceptions have not included

### **REVIEW OF LITERATURE**

Broadbridge and Calderwood (2002) have uncovered the factors and attitudes that influence the customers' store choice decision and their attitudes towards their local shops. The study has explored grocery shopping behavior of rural inhabitants in Scotland. The survey reveals that the trading future for small rural shops is difficult with the majority of the consumers using them only for supplementary shopping. Also that the study concluded, if local shops provide a differentiating and unique offer than supermarkets then it may increase the customers visit to local shops. Local shops need to have commitment and willingness to caterfor the local community wants and needs.

Shailesh Limbad (2004) made an attempt to study women's buying behaviour and brand loyalty as regards to cosmetics in the Surat region of Gujarat in India in the context of increasing consumption of such products. Various factors were chosen for study and responses were gathered using a quantitative approach. Questionnaires were distributed to 150 respondents for self-completion. A non-probabilistic convenience sampling method has been used for this survey. The study helps producers and marketers of cosmetics products to take various decisions regarding product, distribution and promotion aspects of the marketing mix.

Kristen Ghodsee (2007) examined the recent history of the consumption of perfumery and cosmetics in urban Bulgaria during the communist and post-communist periods. While the consumption of perfumes, facial creams and other cosmetics was heavily gendered during both eras, the production, distribution and marketing of these goods changed significantly after 1989. This article explores the factors influencing why post-socialist Bulgarian consumers have shown a preference for spending on products like shampoo, make-up, perfume and hair dye rather than on almost any other type of goods, and how these preferences intersect with shifting ideals of femininity and consumerism. Rather than merely giving women greater access to and a wider variety of products to choose from, however the post-1989 proliferation of cosmetics and the advertising used to promote them may have created new and almost impossible beauty standards that many women now feel they must strive to live up to if they want to succeed in the capitalist economy

Satendra Thakur and a. P singh (2012) examined the relationship between brand image, customer satisfaction and loyalty intention in the context of cosmetic product of selected company brand among the peoples of central India, five benefit of brand image has been discussed namely social, functional, symbolic, experiential and appearance enhance. Information has been obtained from 150 male as well as female customers who always used the cosmetic product of selected brand for the proposed research work. Result has shown that three brand image benefit namely functional, social and appearance enhance has positively and significantly related to customer satisfaction and loyalty intention and two benefit namely experiential and symbolic has no significant impact on customer satisfaction and loyalty intention on the other hand result indicate that there is a positive relationship between customer satisfaction and loyalty intention. The result implies that marketing manager should focus on the brand image to win the customer satisfaction in order to make the customer loyal about their product and service

**DATA ANALYSIS AND INTERPRETATION**

**Table 1: Classification Of The Respondents Based On Gender**

Particulars	No. of respondents	Percentage
Male	97	48.5
Female	103	51.5
Total	200	100

Sources: primary data

**Interpretation:**

The table shows that 48.5% of the respondents belongs to male categories and 51.5% of the respondents belongs to female categories.

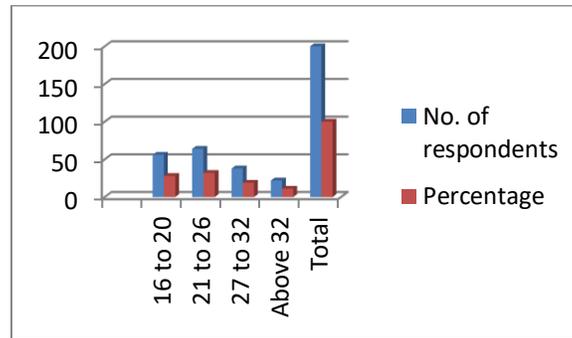
**Table 2: Classification Of The Respondents Based On Age**

Particulars	No. of respondents	Percentage
10 to 15	20	10
16 to 20	56	28
21 to 26	64	32
27 to 32	38	19
Above 32	22	11
Total	200	100

Sources: primary data

**Interpretation:**

The table shows that 10% of the respondents are between the 10 to 15 , 28% of the respondents are between the 16 to 20, 32% of the respondents are between the 21 to 26, 19% of the respondents are between the 27 to 32 and 11% of the respondents are above 32 age.



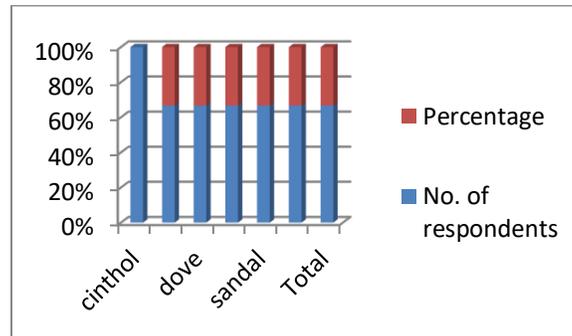
**Table 3: Classification Of The Respondents Based On brand loyalty of soap**

Particulars	No. of respondents	Percentage
cinthol	35	17.5
medimix	29	14.5
dove	33	16.5
hammam	31	15.5
Mysore sandal	40	20
pears	32	16
Total	200	100

Sources: primary data

**Interpretation:**

The table shows that 17.5% of the respondents are cinthol ,14.5% of the respondents are medimix, 16.5% of the respondents are dove, 15.5% of the respondents are hammam, 20% of the respondents are mysore sandal and 16% of the respondents are pears



**Table 4: Classification Of The Respondents Based On brand loyalty of tooth paste**

Particulars	No. of respondents	Percentage
Close-up	32	16
Himalaya	30	15
Colgate	41	20.5
Pepsodent	39	19.5
Dabur	30	15
babool	28	14
Total	200	100

Sources: primary data

**Interpretation:**

The table shows that 16% of the respondents are Close-up , 15% of the respondents are Himalaya, 20.5% of the respondents are Colgate ,19.5% of the respondents are Pepsodent, 15% of the respondents are Dabur and 14% of the respondents are babool.

**Table 5: Classification Of The Respondents Based On brand loyalty of fairness cream**

Particulars	No. of respondents	Percentage
olay	42	21
ponds	40	20
Garnier	35	17.5
himalaya	44	22
Fair & lovely	39	19.5
Total	200	100

Sources: primary data

**Interpretation:**

The table shows that 21% of the respondents are nokia, 20% of the respondents samsung, 17.5% of the respondents are vivo ,22% of the respondents are lenovo and 19.5% of the respondents are asus.

**FINDINGS**

- The majority of (52%) of the respondents are male
- The majority of (32%) of the respondents are using the cosmetic product in between the age of 21 to 26
- The majority of (20%) of the respondents are using the Mysore sandal soap
- The majority of (20.5%) of the respondents are using the Colgate tooth paste.
- The majority of (22%) of the respondents are using the himalaya fairness cream..

**SUGGESTION:**

- Increase the number of layers between the company and the customer.
- Introduce different package design and size to attract the customers
- Price can be as a reason for women to turn them brand loyal.
- Quality of a beauty care product is the main feature which women consumer turns brand loyal.

## **CONCLUSION:**

This study provides an insight of Chennai women's brand loyalty towards personal care products. While purchasing personal care products the factors which influence high brand loyal women consumers are ingredients of the product, Product should serve the purpose, innovative features, manufacturer's reputation, and the product should be medically tested, and women with low loyalty consider primary benefit viz., price, quality and quantity while purchasing personal care products. It is evident from the study that brand loyal consumers don't think about primary benefit when it comes to purchase of personal care products. Hence marketers need to provide additional benefits to their loyal consumers in order to retain and sustain them for their future business.

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