

## **A STUDY ON CONSUMER BRAND LOYALTY WITH REFERENCE TO COSMETICS IN TIRUVARUR**

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### **Abstract**

A Brand is the sum total of the tangible and intangible benefits a product or service provides that is the entire consumer experience. It includes all the aspects critical to delivering and communicating that experience such as the name, design, the advertising the distribution channel, the reputation of the manufacturer or the brand itself. Brands are about people and ideas. In the liberalized era, the consumer is provided with varied options to choose from. The prolific growth of branded products has made the consumers to become more demanding. A brand signifies association of desires and pleasures besides the personality of the buyer with it, which in turn decides his or her preference for a particular brand. Brand images have been carefully crafted over the years in various media. Marketing will get tougher and different. It will demand thinking in unconventional ways about new kinds of distribution channels, Media strategies, distinctive brand positioning, quality of life aspirations and a new language for brand development. The rising stars of the future will be those companies that have very clearly positioned brands. Customers will become more open to buying into well constructed, motivating brand positioning. The implications of this is that brand owners who, for several reasons, have reduced the amount of time they spend thinking about their brands should re-order their priorities. The relationship between seller and buyer will intensify by providing benefits and interaction like service, delivery, reliability and responsiveness and the quality of the human and organization interaction between them. Under the Market-Mix of the Cosmetics, there are various brands with their own relative value in prices. Invariably the Consumers are mostly oriented with their own choice of well-known branded goods. Though there is variation in the income, still, consumers are influenced by the quality and standard of the products of the Company, which are also well known of their services to with stand in the stiff competitive Market.

### **Key words**

Consumer, Brand, Cosmetics, Loyalty and Decisions.

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## **Introduction**

A Brand is the sum total of the tangible and intangible benefits a product or service provides that is the entire consumer experience. It includes all the aspects critical to delivering and communicating that experience such as the name, design, the advertising the distribution channel, the reputation of the manufacturer or the brand itself. Brands are about people and ideas. Branding establishes, purpose and direction and is the vital link between the company and its customer. Since brands are about people and ideas, there are many ways in which people and ideas can come together. Branding should be the Foundation of any business. Branding is all about securing the future of a company, its products and services by building relationship and loyalty, while brand evolution dictates that the fittest shall survive a brand will need much more than a strong identity to see it through the 'Brandage'. To take on a digital tomorrow, brands need to completely understand the consumer brand relationship.

Brands need to do more than just communicate their values to be successful. The brands that make it to the top will be the one's backed by organizations that thoroughly understand what complete brand experience is all about. Brand building is both a science and an art science many separate elements come together to create a brand timing, alertness to trends, sensitivity, technology, media developments flair and all relevant ideas. But what is never to be overlooked is the role of emotions, perceptions, history, legends and value systems in a changing society.

In the liberalized era, the consumer is provided with varied options to choose from. The prolific growth of branded products has made the consumers to become more demanding. A brand signifies association of desires and pleasures besides the personality of the buyer with it, which in turn decides his or her preference for a particular brand. Brand images have been carefully crafted over the years in various media. Exploring these features online is what the people behind the brand are struggling. With no doubt traditional brand strategies go for a toss and cannot directly be applied to cyberspace with low entry barriers and affordability, and estimated 650 million web pagers are already on the internet. The net gives brand marketers a rare opportunity of not only marketing directly to the consumer but interacting and enriching brand experience.

## **Importance of the Study**

There are already visible trends that will have a definite bearing in the next millennium. Some of them are.

Marketing will get tougher and different. It will demand thinking in unconventional ways about new kinds of distribution channels, Media strategies, distinctive brand positioning, quality of life aspirations and a new language for brand development. The rising stars of the future will be those companies that have very clearly positioned brands. Customers will become more open to buying into well constructed, motivating brand positioning. The implications of this is that brand owners who, for several reasons, have reduced the amount of time they spend thinking about their brands should re-order their priorities. The relationship between seller and buyer will intensify by providing benefits and interaction like service, delivery, reliability and responsiveness and the quality of the human and organization interaction between them.

## Objectives

The project study has been with the following objectives.

1. To study the brands of cosmetics used by the respondents.
2. To know the basis of selection of a particular brand of cosmetics.
3. To examine out reasons for changing the Brand.
4. To analyse the monthly average expenditure for cosmetics.
5. To find out the general theoretical aspects of Brand loyalty.

## Review of Literature

According to Shahzad khan (2012) attitude is the conduct, nature, temperament, thought and way of behaving. It can be positive or negative and perform a very essential function in purchasing a product.

Lars Perner (2010) defines consumer attitude simply as a composite of a consumer's beliefs, feelings, and behavioral intentions toward some object within the context of marketing.

Noel (2009) defined attitude that is a powerful and long term assessment for which the customers are having well-built way of thinking and it can be an individual, entity, announcement or a matter. Attitudes are formed through experience and learning and that attitudes influence buying behaviour

(Kotler and Keller, 2009). Consumer attitudes toward a firm and its products greatly influence the success or failure of the firm (ws.elance.com).

Ashban and Burney (2001) found that cosmetics buying behaviour literature in developing countries in general is inadequate and ambiguous. As it is known from Theory of Reasoned Action and Theory of Planned Behaviour, attitudes have considerable impact on behavior.

(Ravikumar, 2012). When examining the influence of attitude on behavioral intention; the results indicate that attitude positively affects behavioral intention.

## Methodology

A sample of 80 respondents using atleast two of the cosmetics covered in the study was selected consumers belonging to the Government employees, Non Government employees, Business people, Agriculture and other occupational were selected on the basis of convenience sampling.

### Cosmetics Covered

1. Toilet Soap
2. Talcum Powder
3. Hair Oil
4. Shampoo
5. Facial Cream

### Research Tool

A Interview Schedule was designed and administered on the selected respondents. Details were collected regarding brands of cosmetics, reasons for brand selection, and sources of knowledge and purchase place. The Interview Schedule was pre-tested with 10 respondents and based on the results obtained it was slightly modified. The modified Interview Schedule is given in the appendix.

## Meaning of Cosmetics

Cosmetics are preparations used to change the appearance or enhance the beauty of the face, skin, and hair. Like perfumes, cosmetics were probably originally used as an adjunct to religious ritual.

## Limitations of the Study

Any study based on consumer survey through a predesigned Interview schedule suffers from the basic limitation of the possibility of difference between what is recorded and what is the truth, no matter how carefully the interview schedule has been designed and field investigation has been conducted. This is because the consumer may not deliberately report their true preferences, and even if they want to do so, there are bound to be differences owing to well-known problems of filters in communication process.

It has been tried to minimize this error by conducting interviews, personally and spending a lot of time on establishing rapport with the respondents.

**Table – 1**  
**Age of the Respondents**

S.No.	Age (in years)	No. of Respondents	Percentage
1.	11 – 20	20	25.00
2.	21 – 30	26	32.50
3.	31 – 40	16	20.00
4.	41 – 50	10	12.50
5.	51 above	8	10.00
	<b>Total</b>	<b>80</b>	<b>100</b>

Source : Primary Data

It is clear from table .1 that 25 percent of respondents belong to the age group of 11-20, the 32.50 percent of respondents are in the age group of 21-30, 20 percent of respondents belong to the age group of 31-40, 12.50 percent of respondents are in the age group of 41-50 and 10.00 percent of respondents are in the age group of above 51.

**Table – .2**  
**Occupation**

S.No.	Occupation	No. of Respondents	Percentage
1.	Government Employee	8	10.00
2.	Non-Government Employee	20	25.00
3.	Business	22	27.50
4.	Agriculture	16	20.00
5.	Others	14	17.50
	<b>Total</b>	<b>80</b>	<b>100</b>

Source : Primary Data

Table 2 exhibits the occupation of the respondents. Among the 80 respondents 8 are Government employees 20 are Non-Government Employee 22 are from business. 16 are agriculturists, and 14 from other categories.

**Table - 3**  
**Monthly Family Income**

S.No.	Income (per month)	No. of Respondents	Percentage
1.	Rs. 5000	12	15.00
2.	Rs. 5000 – Rs. 10000	25	31.25
3.	Rs. 10000 – Rs. 15000	21	26.25
4.	Rs. 15000 – Rs. 20,000	14	17.50
5.	Rs. 20,000 above	8	10.00
	<b>Total</b>	<b>80</b>	<b>100</b>

Source : Primary Data

Table 3.3 gives the details of Monthly Income of the respondents. Out of 80 respondents 12 are earning below 5000, 25 are earning upto 10000, 21 are earning up to 15,000 and remaining 8 respondents are earning above 20,000.

**Table – 4**  
**Educational Qualifications of the Respondents**

S.No.	Education	No. of Respondents	Percentage
1.	SSLC	18	22.50
2.	HSC	18	22.50
3.	UG	22	27.50
4.	PG	15	18.75
5.	Others	7	8.75
	<b>Total</b>	<b>80</b>	<b>100</b>

Source : Primary Data

The level of educational qualification of the respondents has been given in the Table 4. The Table clearly indicates that out of 80 respondents 18 are each S.S.L.C. and Higher Secondary Level. 22 respondents are Under Graduates, 15 are Post Graduates and rest 7 have completed other professional courses.

**Table – 5**  
**Family Size**

S.No.	Number of Members	No. of Respondents	Percentage
1.	1 – 3	18	22.50
2.	4 – 6	42	52.50
3.	7 – 9	12	15.00
4.	9 and above	8	10.00
	<b>Total</b>	<b>80</b>	<b>100</b>

Source : Primary Data

Table 5 shows the Family size of the respondents. Table shows that 18 respondents belong to the family size of 1 –3 members. 42 fall in 4 – 6 members of family size. 12 respondents are in 7 – 9 members of family size. 8 respondents are from above 9 members of family size.

**Table – 3.6**  
**Monthly Average Expenditure for Cosmetics**

S.No.	Expenditure	No. of Respondents	Percentage
1.	0 – 500	20	25.00
2.	500 – 1000	24	30.00
3.	1000 – 1500	16	20.00
4.	1500 – 2000	12	15.00
5.	2000 above	8	10.00
	<b>Total</b>	<b>80</b>	<b>100.00</b>

Source : Primary Data

Table 6 indicates the Monthly Average Expenditure for Cosmetics. Out of 80 respondents, 20 have spent upto Rs.500 per month, 24 have spent Rs. 500 to Rs.1000 per month, the 16 respondents have spent up to Rs. 1500 per month, 12 have spent Rs. 1500 to Rs. 2000 and the remaining 8 respondents have spent above Rs. 2000.

**Table – 7**  
**Brandwise use of Toilet Soap**

S.No.	Brand	No. of Respondents	Percentage	Rank
1.	Hamam	20	25.00	1
2.	Lifebouy Gold	18	22.50	2
3.	Lux	10	12.50	3
4.	Rexona	9	11.25	4
5.	Medimix	8	10.00	5
6.	Mysore Sandal	6	7.50	6
7.	Cinthol	5	6.25	7
8.	Other Brands	4	5.00	8
	<b>Total</b>	<b>80</b>	<b>100.00</b>	

Source : Primary Data

Table 7 reveals that different types of toilet soap available in Tiruvarur Town. Out of 80 respondents 20 have been using Hamam, 18 selected respondents have been using Lifebouy Gold, 10 respondents have been using by Lux, 9 respondents have been using Rexona. The 19 respondents have been using Medimix, Mysore Sandal and Cinthol and remaining 4 respondents have been using other brands.

**Table – 8**  
**Brandwise use of Talcum Powder**

S.No.	Brand	No. of Respondents	Percentage	Rank
1.	Ponds	40	50.00	1
2.	Gokul Sandal	18	22.50	2
3.	Spinz	7	8.75	3
4.	Cutticura	6	7.50	4
5.	Mysore Sandal	5	6.25	5
6.	Other Brands	4	5.00	6
	<b>Total</b>	<b>80</b>	<b>100.00</b>	

Source : Primary Data

Table 8 clearly states that out of 80 respondents 40 prefer Ponds talcum powder. 18 respondents are using Gokul Sandal, 7 are using Spinz, Cutticura is used by 6 respondents and Mysore Sandal is used by 5 respondents. The remaining 4 respondents are using other brands.

**Table – 9**  
**Brandwise use of Hair Oil**

S.No.	Brand	No. of Respondents	Percentage	Rank
1.	Parachute	34	43.00	1
2.	V.V.D.	15	19.00	2
3.	Nihar	13	16.00	3
4.	Dabur Amla	9	11.00	4
5.	Aswini	6	7.00	5
6.	Vatika	3	4.00	6
	<b>Total</b>	<b>80</b>	<b>100.00</b>	

Source : Primary Data

It is understood from the table 9 about the brandwise use of Hair Oil by the selected respondents. Out of 80 selected respondents 62 have been using branded Hair Oil, of which 34 respondents are interested on Parachute Hair Oil, 15 are for V.V.D. Hair Oil. Nihar Hair Oil has been used by 13 respondents. Dabur Amla have been preferred by 9 respondents, Aswini preferred by 6 respondents and remaining 3 respondents are in favour of Vatika.

**Table – 10**  
**Brandwise use of Shampoo**

S.No.	Brand	No. of Respondents	Percentage	Rank
1.	Clinic Plus	24	30.00	1
2.	Chick	17	21.25	2

3.	Clinic All Clear	15	18.75	3
4.	Meera	10	12.50	4
5.	Sunsilk	8	10.00	5
6.	Other Brands	6	7.50	6
	<b>Total</b>	<b>80</b>	<b>100.00</b>	

Source : Primary Data

Table 10 gives the details of Brandwise use of Shampoo by the respondents. Of which, it is interesting to note that 30 respondents are using Clinic Plus Shampoo, 17 Chick Shampoo and Clinic All Clear Shampoo have been preferred by 15 respondents. 10 respondents for Meera, 8 have been using Sunsilk and the remaining 6 respondents are for other brands.

### Summary of Findings and Conclusions

#### Findings

1. Majority of the respondents belong to the age group of 11-20 and 21-30.
2. Among the 80 respondents 22 are Non-Government employees and 20 are Government employees.
3. The Monthly income of the 25 respondents are earning upto 10000 and 21 are earning upto 15000.
4. Among the 80 respondents 22 are Under Graduates and 15 are Post Graduates.
5. 18 respondents belong to the family size of 1-3 members and 8 respondents are from above 9 members of family size.
6. Out of 80 respondents 20 have spent for Cosmetics upto Rs.500 per month and 8 respondents have spent above Rs.2000.
7. Different brands of Toilet Soap are available in Tiruvarur Town. Among them the Hamam Toilet Soap is more popular. 20 have been using Hamam, 18 selected respondents have been using Lifebuoy Gold, 10 respondents have been Lux, 9 respondents have been using Rexona.
8. Out of 80 respondents 40 prefer Ponds Talcum Powder. 18 respondents are using Gokul Sandal. 7 are using Spinz.
9. Out of 80 selected respondents 62 have been using branded Hair Oil of which 34 respondents are interested on Parachute Hair Oil, 15 are for V.V.D. Hair Oil, Nihar Hair Oil has been used by 13 respondents.
10. Of which, it is interesting to note that 24 respondents are using Clinic Plus Shampoo, 17 Chick Shampoo and Clinic All Clear Shampoo have been preferred



by 15 respondents. 10 respondents for Meera, 8 have been using Sunsilk and remaining 6 respondents are for other brands.

11. Out of 80 selected respondents only 45 are using facial cream. Of which 23 respondents are using fair & lovely, 13 are using fairever. 4 respondents are using Vicco, 3 are for Ponds Cream. The remaining 2 respondents are using Lakme facial cream.
12. Now – a – days all Cosmetics Products are packed in various size of packages including sachets. The study reveals that small size of Cosmetics products except toilet soap are preferred by respondents. Toilet Soap is mostly purchased in medium and large sizes.
13. 37.50 percent of respondents have purchased from Department stores, 20 percent of respondents are from General Merchants and 10 percent from beauty parlour.
14. Majority of the respondents that is 42 of them are used to purchase, once in a month, 28 are weekly and remaining 10 respondents are twice in a year.
15. 42 respondents are not interested to receive and use Cosmetics as gift but the remaining 38 respondents are to receive and use Cosmetics as gift.
16. Regarding Government employee, non government employee, Agriculture and others respondents they are not in favour of purchasing costly Cosmetics. But in case of Business respondents, they are in favour of buying Costliest items, since their income is generally higher.
17. Among the 80 respondents' family, 80 percent of the respondents' family members are not objecting. The use of Cosmetics only 20 percent is objecting.
18. Among the respondents 52 have been using Cosmetics in regular interval in a day, 18 respondents are often using the Cosmetics, as and when they feel using them.
19. It is interesting to note that 10 that too from respondents of Agriculturist using Cosmetics occasionally.
20. Among the respondents Government employees and Non-government employees ie, salaried class as a whole are used to take decision of their own choice of Brand. But in case of Business people their spouse are to choose brand. For Agriculturist their children are to liberty to take decision for others friends' choices on brand are accepted.
21. Among the respondents the Government employees have taken the decision based on Price level. Quality of the product is the base for decision of the non Government employees and the business people.
22. The reason for the changing attitude of the respondents. Nearly one third of the respondents ie., 32.5 percent of the respondent are going on changing the brands whenever a new product / new brand is introduced, it shows that they are not very loyal to the products what they are started using. The changing attitude of the

respondents are influenced by the various factors viz., high price availability of better brands and also the by Sales promotion activities.

23. The duration for which the respondents are using the Cosmetics. Among the Cosmetics ‘Shampoo’ for which the respondents loyalty for brands is very little, it may be due to the reasons that so many brands are introduced with Sales promotion offers. But it is known that Toilet soap and Talcum powder have been used by the majority of the respondents for longer duration, having faith on some particular brands, it is due to the quality and the standard of the products of well-known companies. It is proved that brand loyalty is only because of standard and quality and not because of any other reasons as price; new brand, sales promotion offer etc.

## Conclusion

Under the Market-Mix of the Cosmetics, there are various brands with their own relative value in prices. Invariably the Consumers are mostly oriented with their own choice of well-known branded goods. Though there is variation in the income, still, consumers are influenced by the quality and standard of the products of the Company, which are also well known of their services to with stand in the stiff competitive Market.

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