A STUDY ON THE BRAND LOYALTY TOWARDS SKIN CARE PRODUCTS WITH REFERENCE TO CHENNAI

Ms.S.SANGEETHA,
Research Scholar,
Research and Development Centre,
Bharathiar University.

Dr. K.JAWAHAR RANI,
Research Guide,
Bharathiar University.

ABSTRACT

In the global scenario the expenditure for cosmetics is growing enormously. People concentrate more on good looking in the modern world. There is a huge competition in the field to capture the interest of the consumer. The aim of the study is to examine the influence of brand loyalty among skin care cosmetics users in Chennai city in India. The study variables of brand loyalty are price, brand awareness, brand reputation, perceived quality, brand experience and customer satisfaction. The structured questionnaires were distributed to 688 respondents. The statistical tool used in the study is stepwise multiple regression analysis. The result reveals the factors influencing brand loyalty among skin care product users.

Keywords: Brand loyalty, cosmetics, skin care products, Stepwise multiple regression.

1. Introduction

The Growth of each and every business is in the hands of regular buyers. In order to maintain the success it is very essential to get the attention of buyers. The interest of buyers towards a specific brand will be converted into consumer loyalty. Modern consumer seems to be very choosy with the products and services. The buyer outlook is moving towards best brands. The victory of each business relies generally on the consideration of the shopper towards their brands. To sustain on their brand there must need a great relationship between brand and consumer. Likewise the marketers have the obligation to achieve their brand in the mind of the shopper. Through the greater esteem and value will be easily created in the minds of consumers for a long time. If there is more loyal more will be the power and which leads to earn more profit and viz. Therefore, it is not an easy job to create a brand loyalty in one day for that it needs huge strategies from the marketers to achieve it. Thus the brand loyalty is an important to survive in the market and so the researcher attempt to study about the brand loyalty of skin care products.

1.1 Brand Loyalty

Jacoby and Olson (1970) defined brand loyalty as, "The biased, behavioral response, expressed over times, by decision-making unit, with respect to one or more alternative brand out of a set of such brand, and is a function of psychological processes". Similarly **Dhadhal (2011)** indicated in his article that the brand loyalty as a valuable asset of the firm. Brand loyal customers are those who can afford more for their preferred brands and by creating brand loyalty the marketer increases their investment by expanding the product line through the market share and also by understanding the fact of brand consistency and brand switching among the consumers.

2. Literature review

Chaudhuri and Holbrook (2001) investigate about the most important factor i.e., brand loyalty, purchase loyalty and attitudinal loyalty, and in turn its influence on brand performance (market share

and relative share). The study was conducted among 107 brands by using three separate surveys from consumers. The finding shows that the product and brand level variables influenced on brand trust and brand effect. Those combined together to determine purchase loyalty and attitudinal loyalty. Finally purchase loyalty, achieve greater market share, whereas attitudinal loyalty achieves to a higher relative price for the brand. Further research is needed for different product categories and brands. **Leahy (2009)** examined about the brand loyalty towards fast moving goods. The aim of the study is to understand the reasons for developing the loyalty towards FMCG goods among consumer. The study confirms that brand loyalty exists in the FMCG market for both cognitive and emotional reasons. It also proved that the development of brand loyalty was fully dependent on the development of customer-brand bonds. The study suggested that the challenge for marketers is to develop the customer bonds in order to strengthen the brand loyalty towards FMCG sector.

Similarly **Kristindottir (2010)** in his article concerned more about product-related, psychographic, health-related and demographic factors influence on the brand loyalty among smokers. The study conducted from 155 customers. The findings reveal that there is a positive influence among personality constructs measured, loyalty proneness and familiarity on brand loyalty, but perceived benefits and self-efficacy were showing negative influence on brand loyalty. However product attributes are not having any influence on brand loyalty. The study recommends that their findings will offers some benefits for social marketers in their fight against cigarette smoking. **Murray (2012)** investigates about brand loyalty towards craft breweries among beer tourists. The study variables in terms of visitor brand loyalty are: 1) accessibility to the product and to the company, 2) environmental consumption, 3) connection with the local community, 4) desire for unique consumer products, 5) quality and satisfaction, and 6) recreation involvement. The survey conducted from the visitors to the brewery by using online survey. It gives a clear picture by examining how the consumer experience on tourism and how it possible to bring consumer at breweries closer to the brand. The researcher insisting that need more studies to fully understand the motivating factors behind brand loyalty.

3. Research problem

The importance of good looking is spreading among everyone. The trend of people is changing every day by seeing the models through television, in the commercials, in the magazines, on the billboard, in the fashion shows, even at school, street and workplace. Everyone wants to resemble as one among them. The consumption of skin care products is difficult to understand as to which brand they prefer, and which factors are influencing them to buy the skin care products.

4. Objectives of the study

- To investigate the influencing factors on brand preference towards Olay brand.
- To find out the influencing factors on brand preference towards Garnier brand.

5. Research Questions

1. What are the factors influencing on brand preference towards Olay brand?
2. What are the factors influencing on brand preference towards Garnier brand?

6. Research Methodology

The study was conducted with 688 respondents by using the convenient sampling method. The data was collected from the skin care cosmetics users in Chennai city, which is one of the most progressive and developed cities, blessed with a generous climate and a rapidly increasing drinking, dining and shopping scene. The collected data are subject to analysis and the statistical tool used for the study is stepwise multiple regression analysis. The main intent of the study is to find out the factors contributing to brand loyalty towards Olay and Garnier brands skin care products.

7. Limitations of the study

The study findings are valid to the respondents of Chennai and not for any other place. The results are not generalized. Therefore, according to the place and the respondents the results may vary.

8. Findings

Stepwise multiple regression: Stepwise multiple regression is used to determine which of the factor influencing more on brand loyalty towards Olay brand.

$H_{01:}$ There is no relation among brand loyalty and its influencing factors towards Olay brand

Table no 1: Stepwise multiple regression analysis to determine the factors influencing on brand loyalty towards Olay brand.

Model	R brand preference =Olay	R Square	Adj. R Square	Std. Error of the Estimate	F	Sig
1	.663ᵃ	0.44	0.433	4.75177	69.097	.000

a.   **Predictors: (Constant), PQ**

  Source: primary data   (Note: *Significant at 0.05 level, **significant at 0.01 level, ***significant at 0.001 level)

The stepwise regression analysis was done with one dependent variable brand loyalty and six independent factors price, brand awareness, perceived quality, brand reputation and customer satisfaction towards Olay brand. This analysis revealed that only one factors perceived quality has significantly contributed to the variance of the dependent variable brand loyalty.

From the above table, it is noted that the adjusted R^2 for the only contributing variable perceived quality is 0.433 which accounts for 43 % of the variance of the brand loyalty towards Olay brand and the p value is significant.

Table no.2: Regression coefficients

Model		Un standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.107	2.201		5.046	0
	PQ	1.053	0.127	0.663	8.311	0

a.   **Dependent Variable: BL**

b.   **Selecting only cases for which brand preference = Olay**

  Source: primary data   (Note: *Significant at 0.05 level, **significant at 0.01 level, ***significant at 0.001 level)

The above table reveals that the beta value of the most contributed factor, perceived quality is 0.663 and t value is 8.311 which is significant at 5 % level. Hence the hypothesis (**H_{01}**) stating that there is no significant relation between brand loyalty and its influencing factors towards Olay brand is rejected and the alternate hypothesis is accepted.

The regression equation is expressed below;
Brand loyalty = 11.107 + 1.053 (PQ)

Stepwise multiple regression

$H_{0\ 2:}$ There is no significant relationship between brand loyalty and its influencing factors towards Garnier brand

Table no.3: Stepwise multiple regression analysis to determine the factors influencing brand loyalty towards Garnier brand.

Model	R brand preference = Garnier (Selected)	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig
1	.606[a]	0.368	0.358	6.06562	37.785	.000
2	.659[b]	0.435	0.417	5.77961	24.605	.000

a.   Predictors: (Constant), PQ

b.   Predictors: (Constant), PQ, BR

Source: primary data   (Note: *Significant at 0.05 level, **significant at 0.01 level, ***significant at 0.001 level)

The stepwise regression analysis was done with one dependent variable brand loyalty and independent factors perceived quality, brand reputation, price, brand awareness and customer satisfaction towards Garnier brand. This analysis reveals that only two factors perceived quality and brand reputation have significantly contributed to the variance of the dependent variable brand loyalty towards Garnier brand.

From the above table, it is noted that the adjusted R^2 for the first contributing variable perceived quality is 0.358 which accounts for 35 % of the variance of the brand loyalty towards Lakme brand and the p value is significant. The next contributing variables brand reputation has 6 % variance of brand loyalty towards Garnier brand.

Table no.4 Regression coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.9	3.159		3.134	0.003
	PQ	1.073	0.175	0.606	6.147	0
2	(Constant)	7.568	3.127		2.42	0.018
	PQ	0.745	0.204	0.421	3.644	0.001
	BR	0.374	0.136	0.318	2.755	0.008

a.   Dependent Variable: BL

b.   Selecting only cases for which brand preference = Garnier

Source: primary data   (Note: *Significant at 0.05 level, **significant at 0.01 level, ***significant at 0.001 level)

The above table reveals that the beta value of the most contributed factor, perceived quality is 0.606 and t value is 6.147 which is significant at 5 % level. Hence the hypothesis (H_{02}) stating that there is no significant relationship between brand loyalty and its influencing factors towards Garnier brand is rejected and accepts the alternate hypothesis.

Conclusion

Modern consumers are mostly considering high quality and good reputation for buying the skin care products. The skin care products have to maintain these two things to increase brand loyalty. The marketer's are responsible to provide the skin care products with good reputation and high quality unless they cannot sustain with the customer for a long time. First and foremost from cosmetic use of consumer determined high quality and by concentrating this they can improve the brand loyalty towards a particular brand. Second, in order to make the consumer to go with the same brand the marketer must satisfy the consumer. The product advertisement will make the consumer to keep on getting reminder about the particular product. The retailers should provide a wide range of products

because the consumers are becoming very choosy towards their purchase. If they are satisfied and get a wide range of products automatically this makes the consumer to recommend to others. While framing the marketing strategies the marketers should consider these things to enhance their growth. Further study can be conducted with other products like clothes, electronic goods etc.

References:

Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. *Journal of marketing*, *65*(2), 81-93.

Copeland, M. T. (1923). Relation of consumers' buying habits to marketing methods. *Harvard business review*, *1*(3), 282-289.

Dhadhal, C. H. (2011). *A Study of Brand Loyalty and it's Effect on Buying Behaviour In Case of Selected Cosmetics Products in the State of Gujarat* (Doctoral dissertation, Saurashtra University).

Jacoby, J., & Olson, J. C. (1970). An attitudinal model of brand loyalty: conceptual underpinnings and instrumentation research. *Purdue Papers in Consumer Psychology*, *159*, 14-20.

Krystallis, A. (2010). Uncovering attribute-based determinants of loyalty in cigarette brands. *Journal of Product & Brand Management*, *22*(2), 104-117.

Leahy, R. (2009). Brand loyalty in fast moving consumer good markets: the role of bonds. *International Journal of Business and Management*, *3*(12), 7.

Murray, A. K. (2012). Factors influencing brand loyalty to craft breweries in North Carolina.

Storm, M. (2016). Factors Influencing Involvement, Brand Attachment and Brand Loyalty on Facebook Brand Pages.