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# Brand Preference and Loyalty of Women Customers Towards Hair Oil Brands

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## ABSTRACT

*The desire to improve one's physical attractiveness seems to be an inherent characteristic of most individuals. Cosmetics have been traditionally used by women to control their physical appearance and, presumably, their physical attractiveness. The most of the women customers prefer Dabur Amla brand of hair oil and the factor analysis shows that value, easiness, suitability, quality and familiarity are the factors affecting the purchasing of hair oil brands by the women customers. The most of the women customers are satisfied with the hair oil brands and there is a significant association between hair oil brands and the level of satisfaction of women customers. The regression analysis indicates that value, easiness and quality are positively influencing the level of satisfaction of hair oil brands of women customers at one per cent level, while, suitability and familiarity are positively influencing the level of satisfaction of hair oil brands of women customers at five per cent level and the results also show that there is a significant difference in the level of brand loyalty towards hair oil brands among the women customers.*

**KEYWORDS : Cosmetics, Hair Oil, Satisfaction Level, Familiarity, Brand Loyalty**

## INTRODUCTION

The global cosmetic industry or Multi nationals have been captivated by India in a fascinating manner - the world's second most populous country - over 1 billion people - even one percent of captured market at estimated rates is a huge sum for some companies. India has seen a growth in the cosmetics industry especially in the recent years. The beauty business in India is growing phenomenally with the cosmetics market growing at 15-20 per cent annually, twice as fast as that of the United States and European markets. 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.

The demand for cosmetic products, particularly in urban population is steadily rising owing to various reasons, for example, mall culture, better purchasing power, concern for looking better, by both men and women, nature of the job, development in advertisement technology and in general, availability of a wide range of cosmetic products.

The desire to improve one's physical attractiveness seems to be an inherent characteristic of most individuals. Cosmetics have been traditionally used by women to control their physical appearance and, presumably, their physical attractiveness. From a self-presentational perspective, argued that cosmetics are used specifically for grooming behaviors and in general function to manage and control not only social impressions but also self-image (for example, body image, self-perceptions, and mood states).

Since grooming products are considered as a pervasive element of women's culture. As a general result, the exposure to pictures of good-looking and even slightly above-average-looking females lowered the self-image of exposed women and increased dissatisfaction with their own appearance. The body image is an important component of the self-concept and has stimulated the demand of certain products and services, such as dietary, slimming, exercise and cosmetic items. In western cultures, one of the commonly recognized reasons women use cosmetics is to improve their physical attractiveness. With this background, the present study is attempted to study the brand preference and loyalty of women customers towards hair oil brands in Chennai.

## METHODOLOGY

Among the different cities in Tamil Nadu, the Chennai city has been purposively selected for the present study. The 600 women customers of cosmetic products have been selected for the present study by adopting random sampling technique and the data and information pertain to the year 2012-2013. In order to understand the socio-economic features of women customers and brand preference and satisfaction level of women customers, the frequency and percentage analysis have been carried out. In order to identify the factors affecting the purchasing of hair oil brands by the women customers, the exploratory factor analysis has been applied. In order to study the influence of factors affecting the purchase of hair oil brands on satisfaction of women customers, the multiple linear regression has been employed. Besides, the ANOVA test has been employed to examine the brand loyalty of hair oil brands among the women customers.

## RESULTS AND DISCUSSION

### SOCIO - ECONOMIC FEATURES OF THE WOMEN CUSTOMERS

The socio-economic features of the women customers of cosmetic products were analyzed and the results are presented in Table 1.

**TABLE 1**
**SOCIO-ECONOMIC FEATURES OF THE WOMEN CUSTOMERS**

| Particulars | Customers (N = 600) | | Particulars | Customers (N = 600) | |
|---|---|---|---|---|---|
| | Frequency | Percent | | Frequency | Percent |
| Age (Years) | | | Educational Qualification | | |
| 15 – 25 | 72 | 12.00 | Primary | 18 | 3.00 |
| 25 – 35 | 179 | 29.83 | Secondary | 43 | 7.17 |
| 35 – 45 | 253 | 42.17 | Higher Secondary | 35 | 5.83 |
| 45 – 55 | 67 | 11.17 | Graduation | 138 | 23.00 |
| Above 55 | 29 | 4.83 | Post Graduation | 366 | 61.00 |
| Occupation | | | Monthly Income (Rs.) | | |
| Private Sector | 152 | 25.33 | 10000 - 15000 | 23 | 3.83 |
| Public Sector | 145 | 24.16 | 15000 - 20000 | 37 | 6.17 |
| Self-Employed | 48 | 8.00 | 20000 - 25000 | 408 | 68.00 |
| Professionals | 114 | 19.00 | Above 25000 | 132 | 22.00 |
| Students | 19 | 3.17 | Marital Status | | |
| Housewife | 79 | 13.17 | Unmarried | 252 | 42.00 |
| Business | 43 | 7.17 | Married | 348 | 58.00 |

**Source: Primary Data**

The results show that about 42.17 per cent of women customers of cosmetic products belong to the age group of 35 – 45 years followed by 25 – 35 years (29.83 per cent), 15 – 25 years (12.00 per cent), 45 – 55 years (11.17 per cent) and above 55 years (4.83 per cent).

The results indicate that about 61.00 per cent of women customers of cosmetic products are educated up to post graduation followed by graduation (23.00 per cent), secondary education (7.17 per cent), higher secondary education (5.83 per cent) and primary education (3.00 per cent).

It is observed that about 25.33 per cent of women customers of cosmetic products are employed in private sector followed by public sector (24.16 per cent), professionals (19.00 per cent), housewife (13.17 per cent), self-employed (8.00 per cent), business (7.17 per cent) and students (3.17 per cent).

It is apparent that about 68.00 per cent of women customers of cosmetic products belong to the monthly income group of Rs.20000 - 25000 followed by above Rs.25000 (22.00 per cent), Rs.15000 – 20000 (6.17 per cent) and Rs.10000 – 15000 (3.83 per cent).

It is clear that about 58.00 per cent of women customers of cosmetic products are married and the rest of 42.00 per cent of women customers of cosmetic products are unmarried.

**BRAND PREFERENCE OF HAIR OIL**

The brand preference of hair oil by women customers was analyzed and the results are presented in Table 2.

**TABLE 2**
**BRAND PREFERENCE OF HAIR OIL BY THE WOMEN CUSTOMERS**

| Sl. No. | Hair Oil Brands | Number of Women Customers | Percentage |
|---|---|---|---|
| 1. | Marico | 49 | 8.17 |
| 2. | Dabur Vatica | 143 | 23.83 |
| 3. | Dabur Amla | 192 | 32.00 |
| 4. | VVD | 84 | 14.00 |
| 5. | Parachute | 72 | 12.00 |
| 6. | Bajaj Alamond | 60 | 10.00 |
| | Total | 600 | 100.00 |

**Source: Primary Data**

The results indicate that about 32.00 per cent of women customers prefer Dabur Amla brand of hair oil followed by Dabur Vatica (23.83 per cent), VVD (14.00 per cent), Parachute (12.00 per cent), Bajaj Alamond (10.00 per cent) and Marico (8.17 per cent). It reveals that the most of the women customers prefer Dabur Amla brand of hair oil.

**FACTORS AFFECTING THE PURCHASING OF HAIR OIL BRANDS**

In order to identify the factors affecting the purchasing of hair oil brands by the women customers, the exploratory factor analysis has been applied. The principal component method of factor analysis was carried out with Eigen values greater than one through Varimax rotation and the results obtained through rotated component matrix are presented in Table 3.

**TABLE 3**
**FACTORS AFFECTING THE PURCHASING OF HAIR OIL BRANDS**

| Sl. No. | Attributes | Rotated Factors Loadings on | | | | |
|---|---|---|---|---|---|---|
| | | Factor -I | Factor -II | Factor -III | Factor –IV | Factor -V |
| 1. | Brand Name | .79 | | | | |
| 2. | Value for Money | .68 | | | | |
| 3. | Relieve Dryness | | | | .62 | |
| 4. | Better Shine | .80 | | | | |
| 5. | Suitable for Hair | | | .81 | | |
| 6. | Softness Hair | | | | .53 | |
| 7. | Hair Growth | | | | .74 | |
| 8. | Fragrance | | | .72 | | |
| 9. | Price | .75 | . | | | |
| 10. | Quantity | | .76 | | | |
| 11. | Contents | | | .76 | | |
| 12. | Easy Availability | | .61 | | | |
| 13. | Easy to Rinse | | .72 | | | |
| 14. | Attractive Package | | | | | .64 |
| 15. | Advertisement | | | | | .71 |
| 16. | Recommendation by Doctors | | | | | .79 |
| | Eigen Value | 1.52 | 1.46 | 1.41 | 1.35 | 1.02 |
| | % of Variance | 19.81 | 18.54 | 15.96 | 13.78 | 11.65 |
| | Cumulative % of Variance | 19.81 | 38.35 | 54.31 | 68.09 | 79.74 |
| | Cronbach's Alpha | | | 0.83 | | |

**Source: Primary & Computed Data**

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
Rotation converged in 10 iterations.

There are five independent groups which are extracted accounting for a total of 79.74 per cent of variations on 16 attributes. The each of the five factors contributes to 19.81 per cent, 18.54 per cent, 15.96 per cent, 13.78 per cent and 11.65 per cent respectively.

Factor - I: From the table, it is inferred that out of 16 attributes, four attributes have their high, relatively tightly grouped factor loadings on factor - I.

**This factor consists of:**
Brand Name (0.79)
Value for Money (0.68)
Better Shine (0.80)
Price (0.75)

**This factor is named as "VALUE".**
Factor - II: is formed with:
Quantity (0.76)
Easy Availability (0.61)
Easy Rinse (0.72)

**This factor is named as "EASINESS"**
Factor - III: This factor includes:
Suitable for Hair (0.81)
Fragrance (0.72)
Contents (0.76)

**This factor is named as "SUITABILITY"**
Factor - IV: This factor is formed with:
Relieve Dryness (0.62)
Softness Hair (0.53)
Hair Growth (0.74)

**This factor is named as "QUALITY"**
Factor - V: This factor includes:
Attractive Package (0.64)
Advertisement (0.71)
Recommendation by Doctors (0.79)

This factor is named as "**FAMILIARITY"**

The Cronbach's Alpha of the scale was 0.83 indicating that each measure demonstrated acceptable internal consistency. It is inferred that value, easiness, suitability, quality and familiarity are the factors affecting the purchasing of hair oil brands by the women customers.

**SATISFACTION LEVEL OF HAIR OIL BRANDS**

The satisfaction level of the women customers about hair oil brands was analyzed and the results are presented in Table 4.

**TABLE 4**
**SATISFACTION LEVEL OF THE WOMEN CUSTOMERS ABOUT HAIR OIL BRANDS**

| Sl. No. | Satisfaction | Number of Women Customers | Percentage |
|---|---|---|---|
| 1. | Highly Satisfied | 204 | 34.00 |
| 2. | Satisfied | 372 | 62.00 |
| 3. | Slightly Satisfied | 24 | 4.00 |
| | Total | 600 | 100.00 |

**Source: Primary Data**

It is apparent that about 62.00 per cent of women customers of cosmetic products are satisfied with the hair oil brands followed by highly satisfied (34.00 per cent) and slightly satisfied (4.00 per cent). It reveals that the most of the women customers are satisfied with the hair oil brands.

**RELATIIONSHIP BETWEEN HAIR OIL BRANDS AND SATISFACTION LEVEL OF WOMEN CUSTOMERS**

The relationship between hair oil brands and satisfaction level of the women customers was analyzed and the results are presented in Table 5.

**TABLE 5**
**RELATIONSHIP BETWEEN HAIR OIL BRANDS AND SATISFACTION OF WOMEN CUSTOMERS**

| Sl. No. | Hair Oil Brands | Level of Satisfaction | | | Total |
|---|---|---|---|---|---|
| | | Highly Satisfied | Satisfied | Slightly Satisfied | |
| 1. | Marico | 12 (24.49) | 37 (75.51) | 0 (0.00) | 49 (8.17) |
| 2. | Dabur Vatica | 36 (25.17) | 107 (74.83) | 0 (0.00) | 143 (23.83) |
| 3. | Dabur Amla | 60 (31.25) | 120 (62.50) | 12 (6.25) | 192 (32.00) |
| 4. | VVD | 48 (57.14) | 36 (42.86) | 0 (0.00) | 84 (14.00) |
| 5. | Parachute | 36 (50.00) | 36 (50.00) | 0 (0.00) | 72 (12.00) |
| 6. | Bajaj Alamond | 12 (20.00) | 36 (60.00) | 12 (20.00) | 60 (10.00) |
| | Total | 204 | 372 | 24 | 600 |

**Source: Primary Data**

The results show that out of 49 women customers of Marico hair oil, about 75.51 per cent of women customers are satisfied with Marico brand of hair oil while the rest of 24.49 per cent of women customers are highly satisfied with Marico brand of hair oil. The results indicate that out of 143 women customers of Dabur Vatica hair oil, about 74.83 per cent of women customers are satisfied with Dabur Vatica brand of hair oil, while the rest of 25.17 per cent of women customers are highly satisfied with Dabur Vatica brand of hair oil.

It is clear that out of 192 women customers of Dabur Amla hair oil, about 62.50 per cent of women customers are satisfied with Dabur Amla brand of hair oil followed by highly satisfied (31.25 per cent) and slightly satisfied (6.25 per cent). It is observed that out of 84 women customers of VVD hair oil, about 57.14 per cent of women customers are highly satisfied with VVD brand of hair oil, while the rest of 42.86 per cent of women customers are satisfied with VVD brand of hair oil.

It is apparent that out of 72 women customers of Parachute hair oil, about 50.00 per cent of women customers are highly satisfied with Parachute brand of hair oil, while the rest of 50.00 per cent of women customers are satisfied with Parachute brand of hair oil. The results reveal clear that out of 60 women customers of Bajaj Alamond hair oil, about 60.00 per cent of women customers are satisfied with Bajaj Alamond brand of hair oil followed by highly satisfied and slightly satisfied (20.00 per cent).

In order to examine the association between hair oil brands and the level of satisfaction of women customers, the Chi-Square test has been applied and the results are presented in Table 6.

**TABLE 6**
**ASSOCIATION BETWEEN HAIR OIL BRANDS AND LEVEL OF CUSTOMERS OF WOMEN CUSTOMERS**

| | Value | Degrees of Freedom | Sig. |
|---|---|---|---|
| Pearson Chi-square | 93.788 | 10 | 0.00 |

The Chi-square value of 93.788 is significant at one per cent level of significance indicating that there is a significant association between hair oil brands and the level of satisfaction of women customers. Therefore, the null hypothesis of there is no significant association between hair oil brands and the level of satisfaction of women customers.

**INFLUENCE OF FACTORS AFFECTING THE PURCHASING OF HAIR OIL BRANDS ON SATISFACTION OF WOMEN CUSTOMERS**

In order to examine the influence of factors affecting the purchase of hair oil brands on satisfaction of women customers, the multiple linear regression has been employed and the results are presented in Table 7. The level of satisfaction is considered as dependent variable and the factors derived from explanatory factor analysis are considered as independent variables.

**TABLE 7**
**INFLUENCE OF FACTORS AFFECTING THE PURCHASING OF HAIR OIL BRANDS ON SATISFACTION LEVEL OF WOMEN CUSTOMERS**

| Sl. No. | Particulars | Regression Co-efficient | t - Value | Sig. |
|---|---|---|---|---|
| 1. | Intercept | 1.952** | 4.872 | .000 |
| 2. | Value ($X_1$) | .641** | 3.594 | .001 |
| 3. | Easiness ($X_2$) | .536** | 3.812 | .000 |
| 4. | Suitability ($X_3$) | .402* | 2.012 | .021 |
| 5. | Quality ($X_4$) | .439** | 4.106 | .001 |
| 6. | Familiarity ($X_5$) | .366* | 2.198 | .026 |
| | $R^2$ | 0.67 | | |
| | Adjusted $R^2$ | 0.64 | | |
| | F | 3.792 | | 0.03 |
| | N | 600 | | |

**Note: ** Significance at one per cent level**
*** Significance at five per cent level**

The results indicate that the coefficient of multiple determination ($R^2$) is 0.67 and adjusted $R^2$ is 0.64 indicating the regression model is moderately fit. It shows that about 64.00 per cent of variation in dependent variable (Level of Satisfaction) is explained by the independent variables (Factors Affecting Purchase of Hair Oil Brands). The F-value of 3.792 is significant at five per cent level indicating that the regression model is good fit.

The results show that value, easiness and quality are positively influencing the level of satisfaction of hair oil brands of women customers at one per cent level, while, suitability and familiarity are positively influencing the level of satisfaction of hair oil brands of women customers at five per cent level. Hence, there is a significant influence of factors affecting the purchase of hair oil brands on satisfaction level of women customers. Therefore, the null hypothesis of there is no significant influence of factors affecting the purchase of hair oil brands on satisfaction level of women customers is rejected.

**BRAND LOYALTY OF HAIR OIL BRANDS AMONG THE WOMEN CUSTOMERS**

The brand loyalty of hair oil brands among the women customers was analyzed and the results are presented in Table 8. The responses of women customers about brand loyalty towards hair oil brands has been classified into low level, medium level and high level based on "Mean ± Standard Deviation (SD)" criterion.

**TABLE 8**
**BRAND LOYALTY OF HAIR OIL BRANDS OF AMONG THE WOMEN CUSTOMERS**

| Sl. No. | Hail Oil Brands | Level of Brand Loyalty | | | Total |
|---|---|---|---|---|---|
| | | Low | Medium | High | |
| 1. | Marico | 12 (24.49) | 13 (26.53) | 24 (48.98) | 49 |
| 2. | Dabur Vatica | 37 (25.87) | 70 (48.95) | 36 (25.18) | 143 |
| 3. | Dabur Amla | 26 (13.54) | 150 (78.13) | 16 (8.33) | 192 |
| 4. | VVD | 28 (33.33) | 44 (52.38) | 12 (14.29) | 84 |
| 5. | Parachute | 24 (33.33) | 38 (52.78) | 10 (13.89) | 72 |
| 6. | Bajaj Alamond | 10 (16.67) | 36 (60.00) | 14 (23.33) | 60 |
| | Total | 137 | 351 | 112 | 600 |

The results show that out of 49 women customers of Marico hair oil, about 48.98 per cent of women customers have high level of brand loyalty towards Marico hair oil followed by medium level (26.53 per cent) and low level (24.49 per cent). The results indicate that out of 143 women customers of Dabur Vatica hair oil, about 48.95 per cent of women customers have medium level of brand loyalty towards Dabur Vatica hair oil followed by low level (25.87 per cent) and high level (25.18 per cent).

It is clear that out of 192 women customers of Dabur Amla hair oil, about 78.13 per cent of women customers have medium level of brand loyalty towards Dabur Amla hair oil followed by low level (13.54 per cent) and high level (8.33 per cent). It is observed that out of 84 women customers of VVD hair oil, about 52.38 per cent of women customers have medium level of brand loyalty towards VVD hair oil followed by low level (33.33 per cent) and high level (14.29 per cent).

It is apparent that out72 women customers of Parachute hair oil, about 52.78 per cent of women customers have medium level of brand loyalty towards Parachute hair oil followed by low level (33.33 per cent) and high level (13.89 per cent). The results reveal that out 60 women customers of Bajaj Alamond hair oil, about 60.00 per cent of women customers have medium level of brand loyalty towards Bajaj Alamond hair oil followed by high level (23.33 per cent) and low level (16.67 per cent).

In order to study the difference in the level of brand loyalty towards hair oil brands among the women customers, the ANOVA test has been applied and the results are presented in Table 9.

**TABLE 9**
**BRAND LOYALTY OF HAIR OIL BRANDS AMONG THE WOMEN CUSTOMERS**

| Source | Degrees of Freedom | SS | MS | F | Sig. |
|---|---|---|---|---|---|
| Between Groups | 5 | 1196.471 | 239.294 | 8.419 | .000 |
| Within Groups | 594 | 16884.169 | 28.425 | | |
| Total | 599 | 18080.640 | - | | |

The F-Value of 8.419 is significant at one per cent level indicating that there is a significant difference in the level of brand loyalty towards hair oil brands among the women customers. Hence, the null hypothesis of there is no significant difference in the level of brand loyalty towards hair oil brands among the women customers is rejected.

## CONCLUSION

The foregoing analysis shows that the majority of women customers of cosmetic products belong to the age group of 35 – 45 years and the most of the women customers of cosmetic products are post graduates. The majority of the women customers of cosmetic products are employed in private sector and the most of the women customers of cosmetic products belong to the monthly income group of Rs.20000 - 25000 and the most of them are married.

The most of the women customers prefer Dabur Amla brand of hair oil and the factor analysis shows that value, easiness, suitability, quality and familiarity are the factors affecting the purchasing of hair oil brands by the women customers. The most of the women customers are satisfied with the hair oil brands and there is a significant association between hair oil brands and the level of satisfaction of women customers.

The regression analysis indicates that value, easiness and quality are positively influencing the level of satisfaction of hair oil brands of women customers at one per cent level, while, suitability and familiarity are positively influencing the level of satisfaction of hair oil brands of women customers at five per cent level and the results also show that there is a significant difference in the level of brand loyalty towards hair oil brands among the women customers.

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