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A STUDY ON CONSUMER'S BRAND LOYALTY TO COSMETICS IN NAMAKKAL DISTRICT

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ABSTRACT

Cleanliness is the next to godliness". So goes a saying, and man, a social animal, shows his supremacy over all other earthly creatures by including in this daily routine the task of cleaning himself. This routine commences with brushing his teeth followed by a bath. Now -a- days most of the people have developed the habit of applying facial creams to protect themselves from India's cruel heat. From the point of view of cleaning the teeth, tooth powders, tooth pastes and tooth brushes soon swarmed the market while for cleansing one's body from sweat and dirt, sweet smelling and medicated soaps filled the market. Cleaning one's hair which to the Indian woman occupies top priority was made easy and convenient with the various fragrant and herbal shampoos in large supplies. People now on the threshold of the 21 st century, have begun to pay more attention to their looks and have been swayed off their feet by the various tempting and promising cream.

KEYWORDS : Branding, brand, brand name, brand mark, trade mark,. Brand loyalty,. Advertising

Introduction

The current day scenario in the Indian Market is a complex one .There is cut –throat competition for almost every product. Too many brands are available for each item and the stress of selection rests with the present day consumer. One mind rattling question in "How do people make a choice?". Given the task of choosing amongst so many alternatives, the consumers are the privileged lot and the success story of each entrepreneur is at the mercy of his customers. As a result, constant up gradations are being made to not only retain the customers but also to draw new customers so as to swell their market share. In the wake of all these , this study has been undertaken to analyse whether consumers are governed by habitual purchase and remain loyal to their brands of cosmetics. The Cosmetics involved in this study are soaps, Hair oils, Shampoos and Creams and a few brands in each category were subjected to analysis. Modern day media plays a key role is assisting the consumers regarding their choice of brands. Further tempting slogans and captivating scenes, kindle the minds of the readers and viewers. Cosmetics have gained popularity with all age groups, and the markets are flooded with numerous brands. There are two things greasy complexions attract – dirt and cosmetics manufactures who charge in white – knight fashion to rescue the damsel from the distress of pimples, black heads and the distaste of on lookers. Cosmetics in accordance with the Oxford dictionary are defined as that which "Purpose to improve beauty". Cosmetics may be defined as "A substances that you put on your face or body to make it more attractive". Improving only the outside appearance of structure and not its basic character Connected with medical treatment that is intended to improve a person's appearance" – Oxford Dictionary.

While it was possible for early man to do without tooth pastes and brushes, soaps, shampoos and creams, they have become an almost integral part of most of the people today. Cosmetics now from the very basic necessity of every individual and as such the markets are overflowing with various brands of such cosmetics enough to confuse man on the choice of cosmetics and at the same time making him the ruler of such choice.

Four cosmetics were considered for this study:

1. Soap
2. Hair oil
3. Shampoo and
4. Cream

STATEMENT OF THE PROBLEM

Marketing is intensifying as the various sectors recognize that marketing contribute to the improved performance in the market place. The markets offer a variety of cosmetics to the consumers. The media plays a vital role in helping manufactures promote find market for their product. The focus in on trying to capture the market by motivating customers' and not to the market. Hence a complete understanding as to the consumer's preference and attitudes to a particular brand of a product or service is necessary. This research, therefore, aims at finding out how far the consumers in Namakkal are willing to remain loyal to brands of cosmetics.

OBJECTIVES OF THE STUDY

The overall objective of this study is to find out the brand loyalty pattern of the consumers.

The specific objectives are:

- To study the behaviour of consumers while purchasing cosmetics.
- To measure the attitude of consumers towards the attribute of various brands.
- To probe in to the factors resulting in brand loyalty.
- To measure the impact of media in influencing consumers to retain their cosmetics.
- To analyze the current choice of cosmetics against the previous choice of cosmetics.

METHODOLOGY

A sample of 100 consumers was choosen from among the people residing at Namakkal. The sample consumers were selected on the basis of random sampling. The analysis was made on the basis of the information provided by the respondents. The project is based sole on the primary data collected.

STATEMENTS OF HYPOTHESES

- There exists a relationship between Family size & Brand loyalty of Cosmetics.
- There exists a relationship between Age & Brand Loyalty of cosmetics.
- There exists a relationship between Income & Brand Loyalty of cosmetics.

LIMITATIONS OF THE STUDY

- The study is based purely on primary data.
- The study is limited to Namakkal only.
- Random sampling had been adopted, it therefore inherits its defects.
- Due to time constraint, the study was limited to 100 respondents.

Table 1
CLASSIFICATION ACCORDING TO FAMILY SIZE

Particulars	No . of .Respondents	Percentage
Below 4	30	30
4 -6	45	45
Above 6	25	25
Total	100	100

SOURCE : Primary Data

From the above table it is clear that majority of the respondents belong to the family size of 4-6 members, while only 25 percent belongs to the family size of above 6 members and 30 percent belongs to the family size of below 4.

Table 2
IMPACT OF FAMILY SIZE ON CHOICE OF COSMETICS
i. SOAP

Brand Family Size	Below 4		4-6		Above 6		Total
	No	%	No	%	No	%	
Hamam	14	46.67	19	42.22	15	60	48
Lux	3	10	7	15.56	-	-	10
Rexona	7	23.33	10	22.22	3	12	20
Cinthol	3	10	9	20	5	20	17
Others	3	10	-	-	2	8	5
Total	30	100	45	100	25	100	100

SOURCE: Primary Data

From the above table it is evident that 46.67% of the respondents with up to 3 members in their family use Hamam soap followed by Rexona . 42.22% of the respondents having 4-6 members in their family use Hamam soap followed by Rexona 60% of the respondents having more than 6 members in their family use Hamam soap followed by cinthol. Majority of the respondents irrespective of the family size use Hamam Soap.

ii. HAIR OIL
Table 3

Brand Family Size	Below 4		4-6		Above 6		Total %
	No	%	No	%	No	No	
VVD Gold	16	53.34	20	45.45	8	32	44
Clinic Plus	4	13.33	5	11.11	3	12	12
Parachute	7	23.33	10	22.22	6	24	23
Aswini Hair Oil	1	3.33	6	13.33	3	12	10
Others	2	6.67	4	8.89	5	20	11
Total	30	100	45	100	25	100	100

SOURCE : Primary Data

The above table reveals that 53.34 percentage of the respondents having up to 3 members in their family use VVD Gold followed by parachute. 44.45 percentage of the respondents having 4-6 members on their family use VVD Gold followed by parachute. 32 percentage of the respondents having more than 6 members in their family use VVD Gold followed by parachute.

Majority of the respondents irrespective of the family size use VVD Gold.

iii. SHAMPOO
Table 4

Brand Family Size	Below 4		4-6		Above 6		Total %
	No	%	No	%	%	No	
Clinic Plus	10	33.33	15	35.33	9	36	34
Sun silk	8	26.66	10	22.23	11	44	29
Head and Shoulder	4	13.34	6	13.33	-	2-	10
Pantene	5	16.67	8	17.78	2	8	15
Others	3	10	6	13.33	3	12	12
Total	30	100	45	100	25	100	100

SOURCE : Primary Data

33.33 Percent of the total respondents belonging to Below 4 sized families prefer to use clinic plus and 26.66 percentage of the respondents use Sun Silk . 44% of the respondents having above 6 members in their family use Sun Silk.Majority of the respondents irrespective of the family size use Clinic Plus.

iv. CREAM
Table 5

Brand Family Size	Below 4		4-6		Above 6		Total %
	No	%	No	%	No	%	
Fair &Lovely	12	40	18	40	13	52	43
Fair ever	8	26.67	11	24.45	3	12	22
Lakme	5	16.67	6	13.33	5	20	16
Ponds	3	10	5	11.11	4	16	12
Others	2	6.66	5	11.11	-	-	7
Total	30	100	45	100	25	100	100

SOURCE : Primary Data

From the above table, it is clear that 40 percentage of the respondents having up to 3 members in their family use Fair & Lovely and 26.67% of the same category in their family use fair ever. 24.45 percent of the respondents having 4-6 members in their family prefer fair ever , and those belongings to above 6 members in their families, use creams other than those specified.

Table .6
IMPACT OF FAMILY SIZE AN FACTOR INFLUENCING THE CHOICE (SOAP)

Media Family Size	Below 4		4-6		Above 6		Total
	No	%	No	%	No	%	
Advertising	10	33.34	20	44.44	7	28	37
References of Friends ,Relatives, Doctors .	9	30	17	37.78	8	32	34
Price	7	23.33	5	11.11	6	24	18
Any Other Reason	4	13.33	3	6.67	4	16	11
Total	30	100	45	100	25	100	100

SOURCE : Primary Data

The above table gives the factors influencing respondents spent to purchase a soap. 33.34% of the respondents having up to 3 members are influenced by advertising followed by reference of friends, relations and doctors . 44.44% of the respondents having up to 4-6 members are influenced by advertising and 32% of the above 6 members are influenced by reference of friends , relations and doctors followed by advertising.Majority of the respondents are influenced by reference of friends, relatives and doctors.

ii . HAIR OIL
Table 7

Media Family Size	Below 4		4-6		Above 6		Total
	No	%	No	%	No	%	
Advertising	11	36.67	23	51.11	7	28	41
References of Friends, Relatives, Doctors	10	33.33	14	31.11	9	36	33
Price	4	13.33	6	13.33	3	12	13
Any Other Reason	5	16.67	2	4.45	6	24	13
Total	30	100	45	100	25	100	100

SOURCE: Primary Data

It is evident that from the above table factors influencing respondents to purchase a hair oil. 36.67% of the respondents having below 4 members are influenced by advertising followed by reference of doctors. 51.11% of the respondents having 4-6 members are influenced by advertising and 36% of the respondents having above 6 members are influenced by reference of friends relatives and doctors.Majority of the respondents are influenced by advertising and reference of Friends relatives and doctors.

iii .SHAMPOO

Table 8

Media Family Size	Below 4		4-6		Above 6		Total
	No	%	No	%	No	%	
Advertising	19	63.33	22	48.89	5	20	46
References of Friends ,Releatives, Doctors	8	26.67	15	33.33	9	36	32
Price	3	10	5	11.11	7	28	45
Any Other Reason	-	-	3	6.67	4	16	7
Total	30	100	45	100	25	100	100

SOURCE : Primary Data

The above table gives the factors influencing respondents to purchase a particular brand of cosmetics. 63.33% of the respondents having up to 3 members are influenced mainly by advertising followed by reference of friends relatives and doctors. 48.89% of the respondents having 4-6 members are influenced by reference of friends , relations and doctors followed by price.Majority of the respondents irrespective of the family size influenced by advertising and price.

iv .CREAM

Table 9

Media Family Size	Below 4		4-6		Above 6		Total
	No	%	No	%	No	%	
Advertising	8	26.67	13	28.89	9	36	30
References of Friends, Relatives, Doctors	15	50	21	46.67	11	44	47
Price	3	10	5	11.11	2	8	10
Any Other Reason	4	13.33	6	13.33	3	12	13
Total	30	100	45	100	25	100	100

SOURCE: Primary Data

The above table reveals that 50% of the respondents having up to 3 members are influenced mainly by reference of doctors and 46.67% of the respondents having 4-6 members are influenced by reference of friends relatives and doctors followed by advertising . 44% of the above 6 members are influenced by reference of doctors. Majority of the respondents are influenced by reference of friends, relations, doctors followed by price.

Table 10

CLASSIFICATION ACCORDING TO AGE

Particulars	No. of .Respondents	Percentage
Below 3000	58	58
3000-6000	34	34
Above 6000	8	8
Total	100	100

SOURCE : Primary Data

From the above table it is clear that 58 percent of the respondents belong to the age group of below 25 years. While only 8 percent of the respondents belong to the above 40 years are group, and 34 percentages of the respondents are in the group of 25-40 years.Majority of the respondents in the age group of below 25 years.

Table 11

IMPACT OF AGE ON CHOICE OF COSMETICS i. SOAP

Age Brand	Below 25		25-40		Above 40		Total
	No	%	No	%	No	%	
Hamam	12	20.69	9	26.47	-	-	21
Lux	19	32.76	4	11.77	-	-	23
Rexona	7	12.07	9	26.47	1	12.5	17
Cinthol	13	22.41	10	29.41	6	7.5	29
Others	7	12.07	2	5.88	1	12.5	10
Total	58	100	34	100	8	100	100

SOURCE : Primary Data

From the above table indicates 32.76% of the age upto 25 years use Lux followed by Cinthol Soap. 29.41% of the respondents of the age 25-40 years use cinthol and 75% of the3 respondents in the age of above 40 use Cinthol.Majority of the respondents irrespective of the age use Cinthol.

ii. HAIR OIL

Table 12

Age Brand	Below 25		25-40		Above 40		Total %
	No	%	No	%	No	No	
VVD Gold	27	46.56	12	35.29	2	25	41
Clinic Plus	8	13.79	3	8.82	-	-	11
Parachute	12	20.69	8	23.53	-	-	20
Aswini Hair Oil	6	10.34	4	11.77	-	-	10
Others	5	8.62	7	20.59	6	75	18
Total	58	100	34	100	8	100	100

SOURCE: Primary Data

From the above table clear that 46.56% of the respondents belongs to below 25 uses VVD Gold. 35.29% of the respondents belong to the age 25-40 use VVD Gold followed by parachute. Majority of the respondents is the age above use other item the home made oil.

iii. SHAMPOO

Table 13

Age Brand	Below 25		25-40		Above 40		Total
	No	%	No	%	%	No	
Clinic plus	16	27.59	12	35.29	2	25	30
Sun silk	14	24.13	7	20.59	-	-	21
Head and Shoulder	7	12.07	5	14.71	2	25	14
Pantene	6	10.34	6	17.64	-	-	12
Others	15	25.87	4	11.77	4	50	23
Total	58	100	34	100	8	100	100

SOURCE: Primary Data

The above table shows that 27.59% of the respondents up to 25 years use Clinic plus and 35.29% of the respondents use Clinic plus by 25-40 years. 50% of the respondents is above 40 years mostly use other items like Herbal Powder and Shikakai.

iv. CREAM

Table 14

Age Brand	Below 25		25-40		Above 40		Total
	No	%	No	%	No	%	
Fair &Lovely	24	41.38	10	29.41	-	-	34
Fair ever	12	20.69	6	17.65	-	-	18
Lakme	5	8.63	8	23.53	2	25	15
Ponds	8	13.79	7	20.59	2	25	17
Others	9	15.51	3	8.82	4	50	16
Total	58	100	34	100	8	100	100

SOURCE: Primary Data

From the above table reveals that 41.38% of the respondents up to 25 Years have Fair &Lovely followed by fair ever. 29.41 % of the respondents age 25-40 years use clinic plus and 50 % of the respondents belongs to the age above 40 use other creams for skin sensitivity.

Table 15
CLASSIFICATION ACCORDING TO INCOME

Particulars	No. of .Respondents	Percentage
Below 3000	25	25
3000-6000	40	40
Above 6000	35	35
Total	100	100

SOURCE: Primary Data

From the above table reveals that 40 percent of the respondents belong to income level 3000-6000 and 35 percent of the respondents belong to the income level above 6000. While only 25 percent of the respondents belong to the income below 3000.

Table 16
IMPACT OF INCOME ON CHOICE OF COSMETICS i. SOAP

Income Brand	Below 3000		3000-6000		Above 6000		**Total**
	No	%	No	%	No	%	
Hamam	10	40	14	35	14	40	38
Lux	3	12	5	12.5	6	17.15	14
Rexona	7	28	11	27.5	6	17.15	24
Cinthol	4	16	8	20	5	14.28	17
Others	1	4	2	5	4	11.42	7
Total	25	100	40	100	35	100	100

SOURCE: Primary Data

The above table examines respondent's average monthly expenditure over their income. 40% of the respondents having below 3000 income in their family use. Hamam followed by Rexona. 35% of the respondents having 3000-6000 income in their family use Hamam followed by Rexona and 40% of the respondents having above 6000 income in their family used Hamam followed Lux and Rexona.Majority of the respondents irrespective of the family income use Hamam.

ii. HAIR OIL
Table 17

Income Brand	Below 3000		3000-6000		Above 6000		Total
	No	%	No	%	No	%	
VVD Gold	11	44	18	45	10	28.58	39
Clinic Plus	2	8	4	10	3	8.58	9
Parachute	8	32	12	30	13	37.14	33
Aswini Hair Oil	2	8	3	7.5	5	14.28	10
Others	2	8	3	7.5	4	11.42	9
Total	25	100	40	100	35	100	100

SOURCE: Primary Data

The above table reveals that 44% of the respondents having below 3000 income in their family use VVD Gold followed by parachute. 45% of the respondents having 3000-6000 income in their family use VVD Gold.Followed by parachute.37.14% of the respondents having above 6000 income in their family use parachute followed by VVD Gold. Majority of the respondents irrespective of the family income use VVD Gold and Parachute.

iii. SHAMPOO
Table 18

Income Brand	Below 3000		3000-6000		Above 6000		Total
	No	%	No	%	No	%	
Clinic Plus	13	52	18	45	15	42.86	45
Sun silk	7	28	9	22.5	6	17.14	22
Head and Shoulder	5	20	8	20	7-	20	20
Pantene	-	-	3	7.5	4	11.42	7
Others	-	-	2	5	3	8.58	5
Total	25	100	40	100	35	100	100

SOURCE: Primary Data

From the above table it is evident that 52% of the respondents having up to 3000 in their family use clinic plus followed by Sun Silk. 48% of the respondents having 3000-6000 income on their family use Clinic plus followed by Sun Silk , and 42.86% of the respondents having above 6000 income on their family use Clinic plus followed by Sun Silk.Majority of the respondents irrespective of the income use clinic plus.

iv. CREAM
Table 19

Income Brand	Below 3000		3000-6000		Above 6000		Total
	No	%	No	%	No	%	
Fair & Lovely	10	40	19	47.5	13	37.14	42
Fair ever	4	16	8	20	7	20	19
Lakme	3	32	6	15	5	14.29	19
Ponds	-	-	3	7.5	10	28.57	13
Others	3	12	4	10	-	-	7
Total	25	100	40	100	35	100	100

SOURCE : Primary Data

From the above table clear that 40 percentage of the respondents having up to 3000 in their family use fair lovely followed by Lakme. 47.5% of the respondents having 4-6 members of their family use Fair & Lovely followed by Fair Ever and 37.14 % of the respondents having more than 6 members in their family use Fair & Lovely followed by ponds.Majority of the respondents use fair & lovely irrespective of the family income.

Table 20
IMPACT OF INCOME ON FACTOR INFLUENCING THE CHOICE OF COSMETICS i . SOAP

Income Media	Below 3000		3000-6000		Above 6000		**Total**
	No	%	No	%	No	%	
Advertising	10	40	21	52.5	18	51.42	49
References of Friends, Relatives, Doctors.	5	20	9	22.5	8	22.86	22
Price	7	28	6	15	7	20	20
Any Other Reason	3	12	4	10	2	5.72	9
Total	25	100	45	100	35	100	100

SOURCE: Primary Data

The above table gives the factors influencing respondents spent to purchase a particular brand of cosmetics. 40% of the respondents having below 3000 income are influenced by advertising followed by price. 52.5% of the respondents having 3000-6000 income in their family are influenced by advertising followed by references of friends, relatives, doctors, 51.42% of the respondents having above 6000 income by advertising followed for reference of friends, relations, and doctors.Majority of the respondents are influenced by advertising and price.

ii . HAIR OIL
Table 21

Income Media	Below 3000		3000-6000		Above 6000		Total
	No	%	No	%	No	%	
Advertising	8	32	17	42.5	19	54.28	44
References of Friends, Relatives, Doctors	4	16	16	40	12	34.28	32
Price	9	36	5	12.5	3	8.58	17
Any Other Reason	4	16	2	5	1	2.86	7
Total	25	100	40	100	35	100	100

SOURCE : Primary Data

It is evident that 36% of the respondents having below 3000 income in their family influenced by price. 42.5% of respondents having 3000-6000 income in their family influenced by advertising followed by reference of friends, relatives, doctors, 54.28% of the respondents having above income in their family influenced by advertising followed reference of friends relatives doctors.Majority of the respondents irrespective of their family income influenced by advertising and price.

iii. SHAMPOO
Table 22

Income Media	Below 3000		3000-6000		Above 6000		Total
	No	%	No	%	No	%	
Advertising	5	20	14	35	16	45.72	35
References of Friends, Relatives, Doctors	9	36	10	25	7	20	26
Price	11	44	12	30	6	17.14	29
Any Other Reason	-	-	4	10	6	17.14	10
Total	25	100	45	100	35	100	100

SOURCE: Primary Data

44% of the respondents having below 3000 income are influenced by price followed by the references of doctors .35% of the respondents having 3000-6000 income in their family are influenced by the references of friends, relatives, doctors. 45.72% of the respondents having above 6000 income are influenced by advertising followed by reference of doctors.

iv .CREAM
Table 23

Income Media	Below 3000		3000-6000		Above 6000		Total
	No	%	No	%	No	%	
Advertising	11	44	20	50	16	45.72	47
References of Friends, Relatives, Doctors	5	20	11	27.5	7	20	23
Price	4	16	5	12.5	6	17.14	15
Any Other Reason	5	20	4	10	6	17.14	5
Total	25	100	40	100	35	100	100

SOURCE : Primary Data

The above table reveals that the amount spend for purchase the cream 44% of the respondents having below 3000 influenced by Advertising . 50% the respondents having 3000-6000 income in their family are influenced by advertising followed by reference of doctors 17.14% of the respondents having above 6000 income are influenced by price.

Findings

- Irrespective of the family size majority of the respondents prefer to use clinic plus followed by Sunsilk.
- Irrespective of the family size, majority of the respondents prefer to use Fair & Lovely followed by the Fair ever and Lakme.
- Majority of the respondents irrespective of the family size use Hamam Soap.
- Majority of the respondents irrespective of the family size use VVD Gold.
- Majority of the respondents irrespective of the family size influenced by the advertising and price.
- Majority of the respondents are influenced by reference of friends, relatives and doctors followed by the price.
- Majority of respondents irrespective of the age use Cinthol.
- Majority of the respondents above 40 years prefer to use home-made oil. Other than those specified.
- Majority of the respondents use Fair & Lovely irrespective of the family income.
- Majority of the respondents irrespective of the family income use hamam.
- Majority of the respondents are highly satisfied with their choice of brands.

SUGGESTIONS AND RECOMMENDATIONS

Suggestions to the manufacturers of the cosmetics

- "Marketing of cosmetics starts and ends with the consumers". • Hence manufacturers have to identify the trends and try to anticipate the desires of the consumers.
- Manufacturers in order to expand their market share may try to attract new consumers by having NEW LOGOS and CATCHY SLOGANS.
- Manufacturers may try to improve the market of their cosmetics by having PACKING INNOVATIONS – LIKE FLIP TOP cams and wide mouthed tubes for weather changes, tamper proof bottles with side groups for firmer grip and pouches which are supposed to induce practicability in use.
- Fair & Lovely seems to be doing extremely well in the age group of below 40 years. Therefore the manufacturers must concentrate on those about 40 Years by introducing new WRINGLE FREE CREAMS there by trying torope in new entrants and non users.
- Companies would do well in retaining their customers by offering PRICE DISCOUNT, SAMPLES, MONEY BANK OFFERS and so on.
- Manufacturers must see their cosmetics have long lasting and refreshing effect. The floral fragrance must be aimed at marketing the used feel cared for booked after.
- Manufacturers must to try to reduce price. So that they can retain their customers their by increase their market share.
- Cosmetics generally seem to be a woman's world but manufacturers must also produce their cosmetic in such a way that a significant number of male may adopt the produce purely for the products performance benefits.
- Consumers must be fully aware of the cosmetics market and then make a choice. This would increase competitions and their by increase the standard and quality of production, which would ultimately be a boom to the consumer.

CONCLUSION

The Indian Market today has been heavily loaded with variety of cosmetics. Every second day there is a new variety of cosmetics. In such a situation the consumers should be very careful in selecting their products. The Respondents seem to have a thorough knowledge of the market as can be seen in the way they select the brands. They do not hesitate to switch brands when unsatisfied. It would be a warning to the manufactures to make necessary rectifications. Retaining the consumers to their brands is a challenging task for the manufactures. So the producers must attention to the Quality since the consumers have a wide range of brand to select their cosmetics and hence business could be lost if quality is not maintained. Since most of the consumers is one influenced by advertising it is important for producers to pay more attention to this aspect? Brand loyalty by the consumers is an is an asset to every cosmetics manufacturer. It may be concluded that among the consumers of Namakkal town. Brand loyalty is more in the case of soaps, Hair oil Shampoo. With reference to Cream, as it is used more by the younger generation, the brand loyalty is not getting importance for creams.

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