

Women's Brand Loyalty-A Study of Emerging Market of Personal Care Products with Respect to Satara District

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Abstract

The purpose of the study is to explore the women's brand loyalty on personal care products and to study the factors influencing them to purchase branded personal care products. Usually it is seen that women's often change their preferences because of strong advertisement by marketers, reference groups and social factors. Women Purchase brand cause it is sign of status to improve image. It is observed everywhere that women purchasing brand and it is been increasing. Personal care products help to improve hygiene and appearance of the women. This paper tries to highlight the brand loyalty and factors affecting women's to purchase a branded personal care products. The deeper understanding about brand loyalty can help women to know better about the brands they purchase as well as marketers to form marketing strategies as well as policies. The paper is based on primary data and 120 samples are selected from female of Satara district between age group of 20-55years of having different demographic profile.

KEYWORDS-Brand, Brand loyalty, Personal care products

Introduction

Brand loyalty is customer behavior affected by preferences of a person, which allows consumer to repurchase the brand regardless of price and convenience. Brand loyalty can be defined as, the power of liking for a same brand, compared to the other same kind of available option. It is a first choice of a consumer to buy a particular brand in a particular Category of product. Usually it happens when consumer is convinced that the brand offers his expected product quality, features, image at right price.

Usually Consumer become loyal towards certain brand due to of high switching barriers related to economical, technical and psychological factors which make it hard for the customer to alter his own opinion. The other reason for brand loyalty is may be customer is satisfied with the brand which let them to continuing relation with the brand.

Following are the attributes which play important role in a consumer's decision-making while purchasing a branded product.

- 1) **Brand Name:** Well-known brand names can broadcast product benefits and lead to higher recall of advertised benefits than brand names which are not famous. Consumers may prefer to reliance major famous brand names. Brand personality provides links to the brand's emotional and self-expressive benefits for differentiation.
- 2) **Product Quality:** Product Quality includes characteristic and type of product or service which has the ability to satisfy needs. In other words, product quality can be defined as "fitness for use".

3) **Price:** Price is most significant factor for the average consumer. Consumers with high brand loyalty are ready to pay price for their preferred brand, so, their purchase is not affected by price.

4) **Promotion:** Promotion is a marketing mix component, which is a kind of communication with consumers. Promotion includes the use of advertising, sales promotions, personal selling and publicity. Advertising is a non-personal presentation of information in mass media about a product, brand, company or store. It affects consumers' images, beliefs and attitudes towards products and brands, and in turn, influences their purchase behaviors.

Personal Care Product Industry

Personal care products are the products which are generally used for personal health and hygiene. It includes products like talcum powder, tooth paste, soap, oils, shampoo and conditioner, face wash, hair oil, hair shampoo, hair conditioner, soap. The personal care product market is growing and performing well and contributing major part in developing economy. Consumer mostly demand the products like soap, hair oil shampoo to complete the basic needs of health and hygiene. The personal care products industry divided in following four major subsectors for manufacturing.

- 1) Face Care Products
- 2) Hand and Foot Care Products
- 3) Hair Care Products
- 4) Cosmetics

Following Factors are influencing the Growth of Personal Care Products;

The factors for growing personal care industry at rapid pace and the factors are

- 1) Increase in consumer purchase power,
- 2) Increased demand due to more awareness of health, hygiene as well as appearance.
- 3) Entry of herbal and organic products,
- 4) Changed Regime
- 5) Massive advertising and promotion strategy

Research Objectives

- 1) To know the factors this affects women buying behavior
- 2) To find the overall contribution of brand loyalty for women buying behavior of personal care products.
- 3) To investigate the aspect which women consider while purchasing personal care product.

Literature Review

SushilkumarParmar (2014) Studied Brand Loyalty for Cosmetic Products among Youth and finding disclose that innovative ideas should be introduced for customer loyalty programs in order to create stable and steady customers group.

HsinKuang Chiet al(2009) analyzed how customer purchase intention and mediating effects of perceived quality and brand loyalty on brand awareness and purchase intention.

They found that, there is significant positive relation between brand awareness and brand loyalty.

ManilalDhurup et al (2014) investigated the impact of packaging, price and brand awareness on brand loyalty. Researcher concluded that successful business depends on their ability of continuing enhancement of packaging of the product, with competitive pricing, as well as brand awareness to increase brand awareness.

M.Jyothi et al (2021) analyzed the journey of a product from brand awareness to brand loyalty in the cosmetic industry. Researcher found that brand loyalty showed mixed response because of low brand awareness about the cosmetics brands. Researcher also suggested marketers should upgrade products continuously to meet customers changing requirements.

Naima Andleeb (2016) carried a research on brand loyalty and consumption values. Results revealed that more importance is given by the young people to the innovations made in the products. The products quality and price plays important role in creating Cognitive loyalty is also important factor.

Research Methodology

The study is exploratory in nature. Present study is exploratory and confined Satara district. Sample of 120 women's selected as a respondent for studying Exploratory study On women's brand loyalty towards personal care products in Satara. Primary data is randomly collected from women's in Satara district based on socio economic classification during personal interview. Though the market has Hundreds of personal care products among them eighty eight brands were studied for brand loyalty and seven products are chosen for the study. Secondary data is collected from the journals, websites, and books.

Data Analysis and Interpretation

Table-1

Demographic profile of respondents

Sr.No	Characteristics	Categories	Frequency	Percentage
1	Age	15-20	15	12.5
		21-30	40	33.33
		31-40	35	29.16
		41-50	27	22.5
		51-55	3	2.5
2	Marital Status	Married	73	60.83
		Unmarried	45	37.5
		Widow	2	1.6

3	Education	Lower Secondary	10	8.3
		Secondary Education	15	12.5
		Higher Secondary	23	19.16
		College but not graduate	26	21.66
		Graduate	35	29.1
		Post graduate	10	8.3
		Doctorate	1	0.83
4	Occupation	Student	20	16.66
		Labour	23	19.16
		Business	21	17.5
		Salaried	24	20
		Unemployed	1	0.83
		House wife	21	17.5
		Govt Employee	10	16.66
5	Income	Less than 10,000	23	19.16
		11,000-20,000	23	19.16
		21000-30000	8	6.66
		31000-40000	26	21.66
		41000-50000	23	19.16
		51000-60000	6	5
		61000-70000	2	1.66
		Above 1 lakh	9	7.5
6	Earning members	1	49	40.83
		2	57	47.5
		3	11	9.16
		4	3	2.5

Source- primary data

Table-2

Aspects influencing women while purchasing personal care product

Factors	Quality	Quantity	Price	Features	Size	Design	Total
Personal care Products							
Toothpaste	47 (39.17%)	21 (17.5%)	33 (27.5%)	6 (5%)	6 (5%)	7 (5.83%)	120 (100%)
Hair oil	31 (25.83%)	10 (8.33%)	27 (22.5%)	31 (25.83%)	12 (10%)	9 (7.5%)	120 (100%)
Soap	42 (35%)	17 (14.16%)	32 (26.6%)	10 (8.33%)	8 (6.66%)	11 (9.16%)	120 (100%)

Deodorant	23 (19.16%)	27 (22.5%)	36 (30%)	18 (15%)	11 (9.16%)	5 (4.16%)	120 (100%)
Body lotion	37 (30.83%)	19 (15.83%)	30 (25%)	15 (12.5%)	11 (9.16%)	8 (6.66%)	120 (100%)
Lipstick	41 (34.16%)	10 (8.33%)	19 (15.83%)	25 (20.81%)	12 (10%)	13 (10.83%)	120 (100%)
Sanitary napkins	33 (27.5%)	21 (17.5%)	30 (25%)	13 (10.83%)	15 (12.5%)	8 (6.66%)	120 (100%)

(Source- primary data)

Above table reveals aspects influencing women while purchasing personal care product. It shows that majority of the respondents (39.17%) are influenced by the quality of the toothpaste product. In case of hair oil its features (25.83%) are considered as important aspect while purchasing hair oil. Quality (35%) is the key aspect for purchase of soaps. Majority of the respondents (30%) consider price as the main aspect when they purchase deodorant. While only (30.83%) of the women give preference to design when they purchase a body lotion. About lipstick (34.16%) Women consider quality as a main aspect. While purchasing sanitary napkin also quality (27.5%) mostly preferred aspect.

Period of using preferred brand

Period	Less than 6 Months	1 Year	5 years	More than 5 years	Total
Personal care Products					
Toothpaste	7 (5.83%)	6 (5%)	23 (19.16%)	84 (70%)	120 (100%)
Hair oil	9 (7.5%)	8 (6.66%)	73 (60.83%)	30 (25%)	120 (100%)
Soap	8 (6.66%)	8 (6.66%)	29 (24%)	75 (62.5%)	120 (100%)
Deodorant	56 (46.66%)	23 (19.16%)	21 (17.5%)	20 (16.66%)	120 (100%)
Body lotion	7 (5.83%)	53 (44.16%)	34 (28.33%)	26 (21.66%)	120 (100%)
Lipstick	11 (9.16%)	62 (51.16%)	33 (27.5%)	14 (11.66%)	120 (100%)
Sanitary napkins	8 (6.66%)	7 (5.83%)	92 (76.66%)	13 (10.83%)	120 (100%)

(Source- primary data)

Above table Shows period of using preferred brand (70%) of women use preferred toothpaste brand for more than five years. In case of hair oil (55%) of women use preferred brand for more than five years.

Majority of the women (62.5%) are preferring same brand of soap for more than 5 years. In case of case of deodorants (46.66%)of women are using their selected brand for less than six months.(44.16%)Of the women use their preferred brand of body lotion for one year.(51.1%) Of the women’s are using referred brand of lipstick since one year. Only (6.66%) percent of the women’s are using sanitary napkins for less than six months.

Reason for using preferring branded products

Reason Personal care Products	Always like to use brands	Quality is provided only by the branded products	Cheap quality product gives same quality as costly products	Purchase the same brand due to habit	Total
Toothpaste	28 (23.33%)	29 (21.16%)	20 (16.66%)	43 (35.83%)	120 (100%)
Hair oil	19 (15.83%)	26 (21.66%)	34 (28.33%)	41 (34.16%)	120 (100%)
Soap	37 (30.83%)	24 (20%)	23 (19.16%)	36 (30%)	120 (100%)
Deodorant	31 (25.83%)	25 (20.83%)	29 (24.16%)	35 (29.16%)	120 (100%)
Body lotion	22 (18.33%)	20 (16.66%)	40 (33.33%)	38 (31.66%)	120 (100%)
Lipstick	25 (20.83%)	28 (23.33%)	30 (25%)	37 (30.83%)	120 (100%)
Sanitary napkins	23 (19.16%)	31 (25.83%)	27 (22.5%)	39 (32.57%)	120 (100%)

(Source- primary data)

Table shows Reason for using preferring branded products Majority of the respondents (35.83%) always like to use brand. (21.16%) of the women thinks that quality is provided only by the brand. In case of hair oil only 34.16% women’s purchase the same brand due to habit. While women are purchasing soaps due to habit. In case of deodorant, 29.16% women purchase the same brand due to habit only.33.33% of women thinks that cheap quality product gives same quality as costly products.30.83% of women Purchase the same brand due to habit. In case of sanitary napkins 32.57% of women Purchase the same brand due to habit.

Women’s response when particular brand is not available in store

Response	Try another brand	Wait till it gets available	Do not purchase	Total
Personal care Products				
Toothpaste	52 (43.33%)	29 (24.16%)	39 (32.5%)	120 (100%)
Hair oil	53 (44.16%)	26 (21.66%)	41 (34.16%)	120 (100%)
Soap	50 (41.66%)	26 (21.6%)	44 (36.66%)	120 (100%)
Deodorant	42 (35%)	25 (20.83%)	53 (44.16%)	120 (100%)
Body lotion	38 (31.66%)	24 (20%)	58 (48.33%)	120 (100%)
Lipstick	30 (25%)	23 (19.16%)	67 (55.83%)	120 (100%)
Sanitary napkins	81 (67.5%)	11 (9.16%)	28 (23.33%)	120 (100%)

(Source- primary data)

Above table depicts Women’s response when particular brand is not available in store. Majority of the women (43.33%) try another brand when their preferred brand is not available in store. In case of hair oil (44.16%) of women try another brand if their preferred brand is not available. While purchasing deodorant (41.66%) of women try another brand if their preferred brand is not available. (44.16%) of women do not purchase if their preferred deodorant brand is not available. Majority of the women (48.33%) do not purchase body lotion when their selected brand is not available. Also in case of lipstick (55.83%) of women do not purchase if their particular brand is not available. In case of sanitary napkins 67.5% women try different brand if their particular brand is not available in the market.

Factors affecting women which influence them to purchase brand

Factors	Culture	Media	Brand ambassador	Lifestyle	Total
Personal care products					
Toothpaste	13 (10.83%)	41 (34.16%)	8 (6.66%)	58 (48.33%)	120 (100%)

Hair oil	17 (14.16%)	50 (41.66%)	6 (5%)	47 (39.16%)	120 (100%)
Soap	22 (18.33%)	55 (45.83%)	5 (4.16%)	38 (31.66%)	120 (100%)
Deodorant	17 (14.16%)	54 (45%)	9 (7.5%)	40 (33.33%)	120 (100%)
Body lotion	27 (22.5%)	50 (41.66%)	8 (6.66%)	35 (29.16%)	120 (100%)
Lipstick	38 (31.66%)	39 (32.5%)	9 (7.5%)	34 (28.33%)	120 (100%)
Sanitary napkins	31 (25.83%)	44 (36.66%)	7 (5.83%)	38 (31.66%)	120 (100%)

(Source- primary data)

Above table shows Factors affecting women which influence them to purchase brand In case of toothpaste 48.33% Women purchase a branded toothpaste due to their lifestyle. Hair oil, soap, deodorant, body lotion, lipstick and sanitary napkins brands are majorly preferred due to influence of media (41.66%), (45.83%), (45%), (41.66%), (32.5%), (36.66%) respectively.

Following attribute relate with brand purchase.

Attribute	Safe	Popular	Affordable	Total
Personal care products				
Toothpaste	53 (44.16%)	28 (23.33%)	39 (32.5%)	120 (100%)
Hair oil	46 (38.33%)	40 (40%)	34 (28.33%)	120 (100%)
Soap	31 (25.83%)	32 (26.66%)	57 (47.5%)	120 (100%)
Deodorant	32 (26.66%)	35 (29.16%)	53 (44.16%)	120 (100%)
Body lotion	32 (26.66%)	47 (39.16%)	41 (34.16%)	120 (100%)
Lipstick	42 (35%)	23 (19.16%)	55 (45.83%)	120 (100%)
Sanitary napkins	62 (51.66%)	27 (22.5%)	31 (25.83%)	120 (100%)

(Source- primary data)

Above table reveals attributes related to preferred brand purchase, In case of toothpaste and hair oil majority of the women find tooth paste brands are safe (44.16%), (38.33%) respectively.(47.5%) and (44.16%) of women feels that their preferred soap and deodorant respectively brands are safe. In case of body lotion. (39.16%) of women purchase body lotion because of its popularity.(45.83%) women purchase lipstick brands are affordable.(51.66%) of women purchase sanitary napkin brands cause of safety.

Finding and conclusion

- 1) Women purchase same brands out of their habit. They are habitual of their favorite brands, which they already have. Which results into similar buying patterns of personal care product
- 2) Brand Ambassadors are least considered while purchasing personal care products because of womens.
- 3) Products quality and price are two important factors that affect for selecting a brand
- 4) Brand Quality and price, and brand are majorly considered by the women when they shift from one brand to another.
- 5) Unavailability of product is the reason for women to purchase another brand.
- 6) Quality is the main feature, which makes women consumer's brand loyal while purchase of personal care products.

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