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A Study Of Brand Loyalty For Cosmetic Products Among Men

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ABSTRACT

Flourishing cosmetic industry necessitates a marketer to know the current trend of Indian cosmetic brands among men. As per the recent survey by RNCOS, cosmetic industry is really doing well and at the boom stage due to the influence of western philosophy, cultures, aggressive marketing of cosmetic brand, concern for own beauty and personality. The Indian Cosmetic market is likely to register a compound annual growth rate of around 17% during 2011-15. It is estimated that male cosmetic brands constitute 1/3rd of total cosmetic market in India and this gives rise to the emergence of special male cosmetic brands in India. It's been also forecasted that such segment is likely to grow at CAGR more than 18% (RNCOS report). So, in order to offer more insights on brand loyalty for cosmetics among men, had undertaken ***'A Study of Brand Loyalty for Cosmetic Products among Men'***

Keyword : Brand Loyalty, Consumer Buying Behaviour, Factors.

Introduction

. "A brand is a name, symbol, design or mark that enhances the value of product beyond its functional purpose". It is well said that branding means naming a new born baby. Let's think this in the context of business, before any product is primarily launched into a market, it is to be named or in most of the cases mark or symbol is to be fixed so that it can easily be differentiated from the competitor's products. Brand simplifies customers purchase decisions and makes them confident about their purchases (Farquhar, 1989) Another aspect which is closely related to brand is building a brand loyalty for a product which requires careful planning, distinct skills and investment. Making a product known in market and getting it registered in customer's mind is not over night journey. It takes a time for a brand to be popular among definite group of customers and It has been found in most of surveys that major share of consumer products is consisted of cosmetic or beauty products, no single individual is deprived of consuming such product.

Review of Literature

Hamza Salim Khraim (2011), analysed how factors of brand loyalty towards cosmetic brands influence the consumer buying behaviour. The findings of this study disclose that there is positive and significant relationship between factors of brand loyalty namely brand name, product quality, price, design, promotion, service quality and store environment with cosmetics brand loyalty.

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Yousaf, Usman et al (2012) tried to know the brand loyalty and affirmed that brand credibility, brand awareness, brand association, perceived quality and product knowledge are important to build brand loyalty. Result of this research indicated that there is a positive relation between brand credibility, brand awareness, brand association, perceived quality, product knowledge (independent variables) and brand loyalty (dependent variables). It has also been concluded that brand awareness has the highest impact on brand loyalty and L'Oreal consumers are more than other brands.

Anjali Sharma et al. (2013), made an attempt to investigate the impact of brand loyalty on consumer buying behaviour for beauty products and aspects involved while purchasing cosmetic products. Majority of respondents opined that quality is the most important factor at the time of purchasing of the beauty products followed by brand and price. Researchers concluded that these factors are generally responsible for switching to other brands and friends are the most powerful reference group.

K. G. Sankaranarayanan & Nandakumar Mekoth (2014), found significant difference between the usage and attitude of the clusters. This analysis resulted into the formation of three clusters viz. medium self-directed, heavy other-directed & occasional nonbelievers with varying characteristics. In addition, brand preference for body spray was found to vary by cluster and brand preference for face wash, shaving cream and face cream was not varying by cluster. Surprisingly, heavy other directed were reported to be the lowest spenders while occasional non believers were the highest spenders.

Objectives of Study

a) To study the brand loyalty among men for cosmetic products
b) To study the customers perception towards factors responsible for building brand loyalty
c) To study the consumer behaviour for cosmetic products

Methodology

For obtaining the objective, the questionnaire method was adopted to collect the data from teenagers of Ernakulam town .Study is mainly based on primary data.secondary data collected from various books, journals, newspaper and websites are also used. Percentage method is used for analysis of data ,the table and diagrams are used to represent it.

Data analysis and interpretations

1) AGE WISE CLASSIFICATION

TABLE 4.1

Age wise classification

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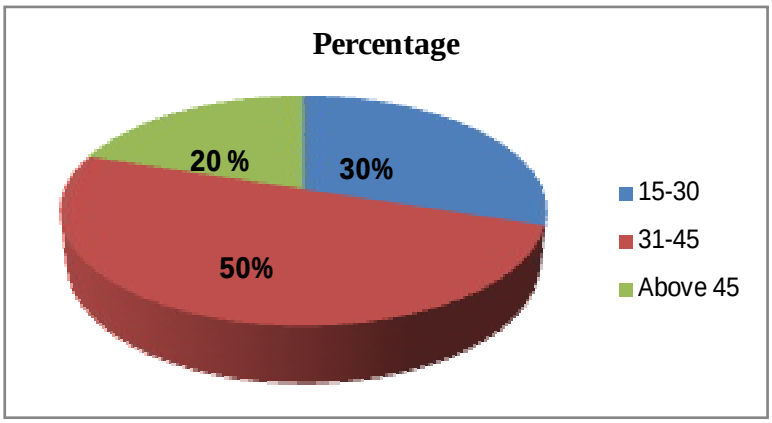
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Source: Primary Data

Interpretation

According to the table 4.1, thirty percentages of the respondents are belonging to the age group of 15-30. Fifty percentage of the respondents are belonging to the age group 31-45 and twenty percentage belong to the age above 45.

Figure 1
Chart representation of age wise classification



2) MARITAL STATUS

TABLE 4.2
Marital status

Status	No. of respondents	Percentage
Single	12	40
Married	18	60

Age group	No. of respondents	Percentage
15-30	9	30
31-45	15	50
Above 45	6	20
Total	**30**	**100**
Total	**30**	**100**

Source: Primary Data

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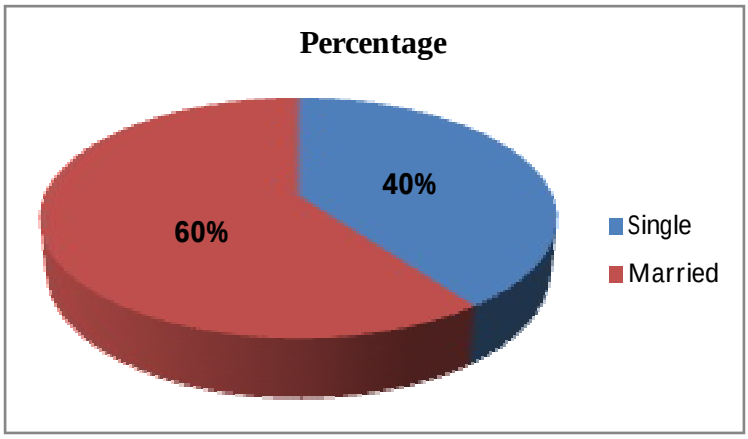
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Interpretation

Forty percentage of the male respondents were single and remaining sixty percentage of respondent were married.

Figure 2

Chart representation of marital status of the respondents



3) OCCUPATION WISE CLASSIFICATION

Table 4.3

Occupation wise classification

Occupation	No. of respondents	Percentage
Profession	5	16.66
Govt. Employee	10	33.33
Student	7	23.33
Others	8	26.68
Total	**30**	**100**

Source: Primary Data

Interpretation

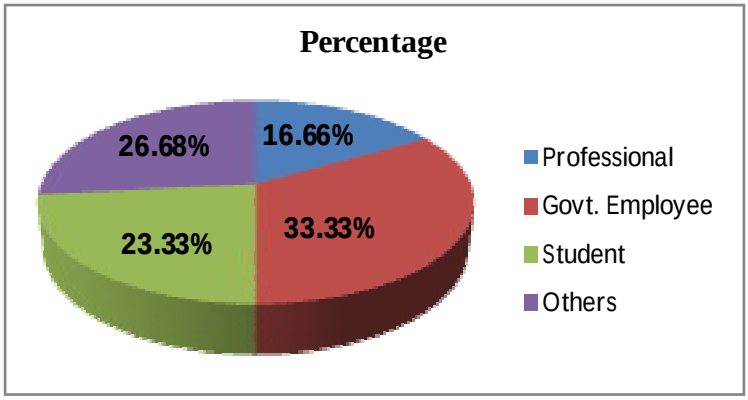
Among the respondents approximately sixteen percentage belong to profession. Approximately Thirty three percentage and twenty three percentage belong to government employee and student respectively. And remain percentage belong to other categories.

Figure 3

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Chart representation of occupation wise classification



4) MONTHLY INCOME

Table 4.4

Monthly income

Income group	No. of respondents	Percentage
Up to 10000	3	10
10001-30000	15	50
30001-50000	10	33.33
Above 50000	2	6.67
Total	**30**	**100**

Source: Primary Data

Interpretation

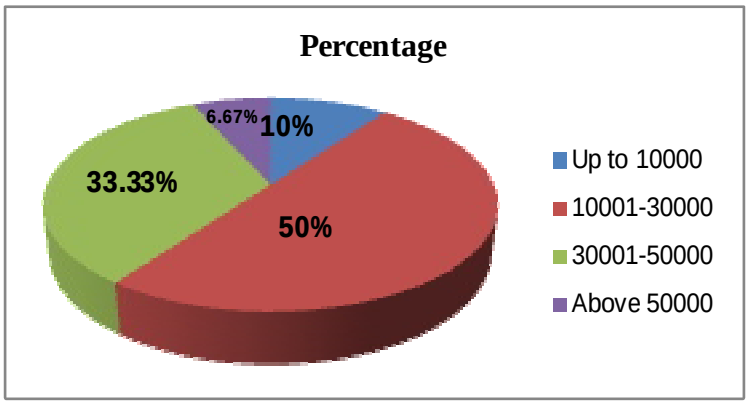
Ten percentage of the respondents belong to the income group amount up to ten thousand. Fifty percentage of the respondent belong to an income group of between ten thousand to thirty thousand

Figure 4

Chart representation of monthly income

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5) PREFERENCE OF COSMETIC BRANDS (PERFUMES)

Table 4.5

Preference of cosmetic brands (Perfumes)

Items	No. of respondents	Percentage
Engage for men	2	6.66
Yardley gentlemen	8	26.66
Fogg	Nil	Nil
Wild stone	10	33.3
Axe signature	6	20
Others	4	13.38
Total	**30**	**100**

Source: Primary Data

Interpretation

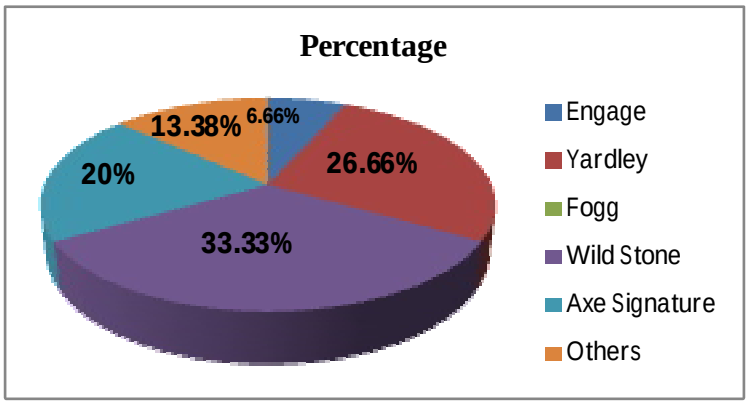
Table 4.5 shows the preference of some of the cosmetic products among the respondent. Approximately six percentage respondents prefer engage for men perfumes and more than twenty six percentage respondent prefer Yardley gentlemen .none of the respondent prefer Fogg perfumes. Approximately thirty three percentage and twenty percentage prefer wild stone and Axe signature respectively. And remain respondent prefer to others category for perfumes.

Figure 5

Chart representation of preference of cosmetic brands (Perfumes)

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6) PREFERENCE OF COSMETIC BRANDS (OTHERS)

Table 4.6

Preference of cosmetic brands (Others)

Items	No. of respondents	Percentage
Nivea men	6	20
Pond's men	Nil	Nil
Emami fair and handsome	10	33.34
Gariner men	6	20
L,oreal men expert	5	16.66
Others	3	10
Total	**30**	**100**

Source: Primary Data

Interpretation

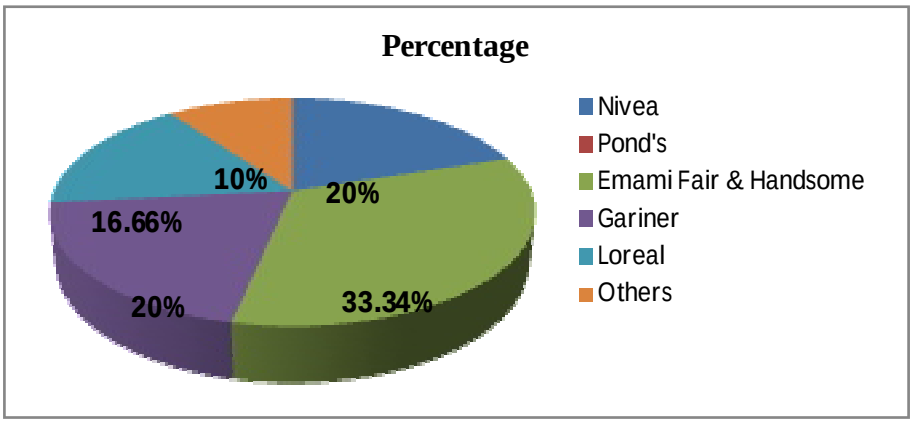
Table 4.6 shows the preference of the respondent for cosmetic creams and face wash etc. twenty percentage of the respondent prefers Nivea men and another twenty percentage of the respondent prefers Gainer men's creams.

Figure 6

Chart representation of preference of cosmetic brands (Others)

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7) PREFERENCE OF SAME BRAND

Table 4.7

Preference of same brand

Category	No. of respondents	Percentage
Always	6	20
Most of the time	12	40
Some times	10	33.33
Never	2	6.67
Total	**30**	**100**

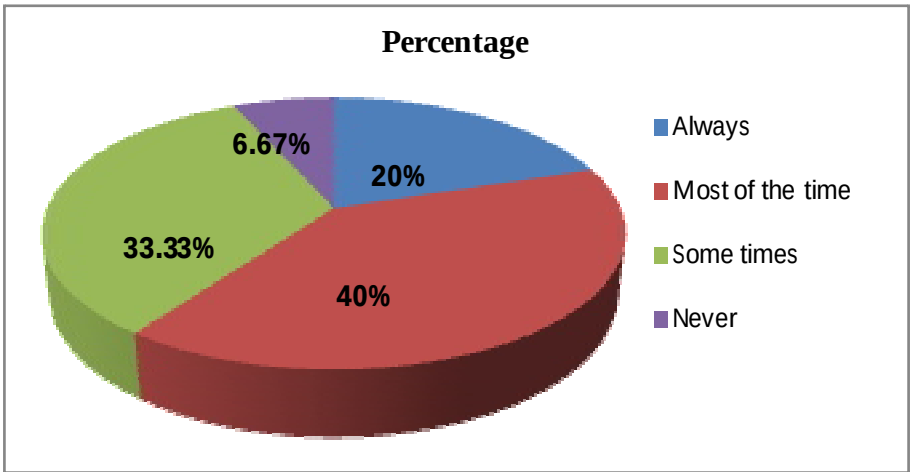
Source: Primary Data

Interpretation

Twenty percentage of the respondent always prefer same brand. Approximately thirty three percentage prefer the same brand some of the times.

Figure 7

Chart representation of Preference of same brand



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8)FACTORS RESPONSIBLE FOR BRAND LOYALTY

Table 4.8

Factors responsible for brand loyalty

Category	No. of respondents	Percentage
Brand name	10	33.33
Satisfaction of need	2	6.66
Quality	12	40
Price range	2	6.68
Creative advertisement	Nil	Nil
Wide availability	3	10
Aesthetic appearance of products	1	3.33
Total	**30**	**100**

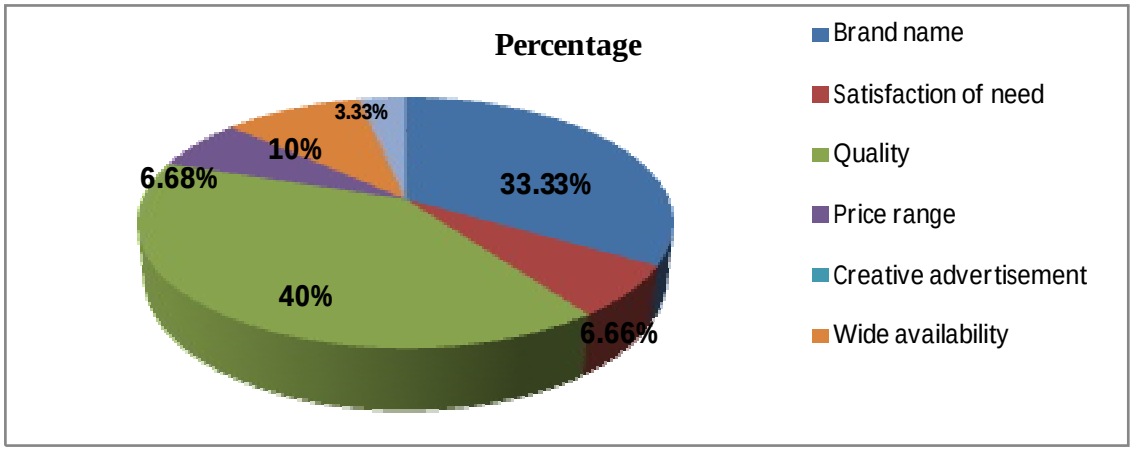
Source: Primary Data

Interpretation

Table 4.8 shows the various factors effect or responsible for the brand locality among the respondents. Approximately thirty three percentage for respondents specify that brand name is main factor that influence their loyalty. Forty percentage of the respondent specify that the quality is main reason of their loyalty. Approximately six percentage and three percentage of the respondent specify that the price range and aesthetic appearance of products is responsible for their loyalty respectively

Figure 8

Chart representation of factors responsible for brand loyalty



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9) AWARENESS OF BRANDED COSMETIC ADVERTISEMENT ON TELEVISION

Table 4.9

Awareness of branded cosmetic advertisement on television

Category	No. of respondents	Percentage
Yes	8	26.67
No	22	73.33
Total	**30**	**100**

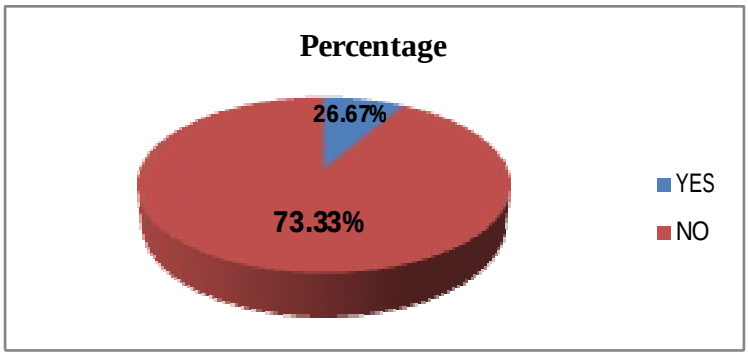
Source: Primary Data

Interpretation

In approximately twenty six respondents, the cosmetic advertisement on television will create awareness about the brand and bout seventy three percentage the cosmetic advertisement on television will not create any awareness of brand.

Figure 9

Chart representation of awareness of branded cosmetic advertisement on television



10) MEDIA CATCHES THE ATTENTION

Table 4.10

Media catches the attention

Category	No.of respondents	percentage
Newspaper/magazine	16	53.33
TV	12	40
Radio	Nil	Nil
Others	2	6.67
Total	**30**	**100**

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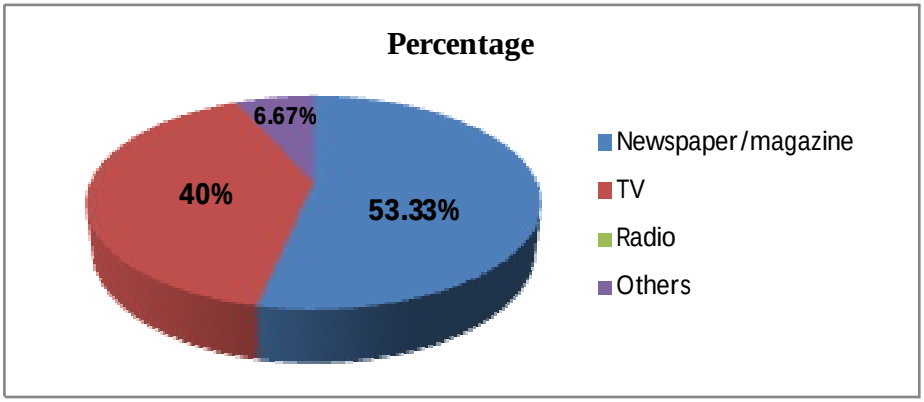
Source: Primary Data

Interpretation

Approximately Fifty three percentage of the respondent specified newspaper/magazine is the media that catches their attention towards the cosmetic brands and forty percentage specified that television is the media that catches their attention. None of the respondent reported radio as attractive media. Remaining percentage specifies that other Medias catch their attention.

Figure 10

Chart representation of Media catches the attention



11) BRAND PREFERENCE WHILE PURCHASE

Table 4.11

Brand preference while purchase

Category	No. of respondents	Percentage
Yes	20	66.67
No	10	33.33
Total	**30**	**100**

Source: Primary Data

Interpretation

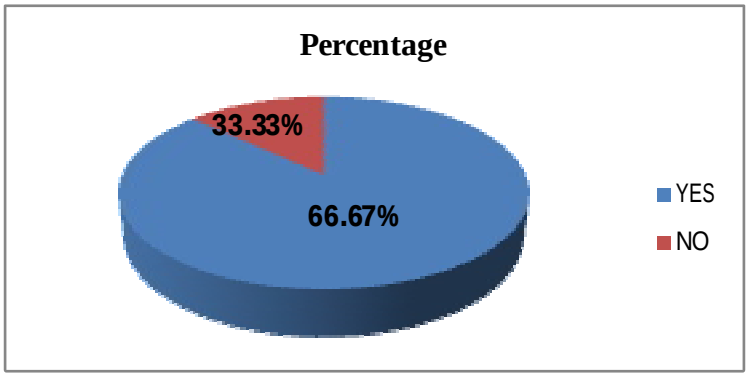
Approximately sixty six percentage of the respondent have brand preference while purchasing cosmetic products. And about thirty three percentage respondent have no such brand preferences while purchasing cosmetic products.

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Figure 11

Chart representation of brand preference while purchase



12) SEEKING OF OTHER'S ADVICE

Table 4.12

Seeking of other's advice

Category	No. of respondents	Percentage
Yes	24	80
No	6	20
Total	**30**	**100**

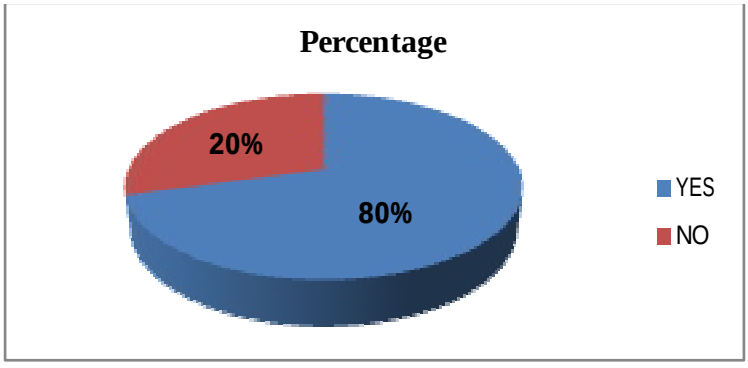
Source: Primary Data

Interpretation

Table 4.12 show the respondents preference to seek others advice while purchasing or using cosmetic products. About eighty percentage of the respondents where seek advice before purchasing or using cosmetic products. And only twenty percentage of respondents are not seeking advices of others.

Figure 12

Chart representation of seeking of other's advice



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13) PURCHASE DECISION INFLUENCERS

Table 4.13
Purchase decision influencers

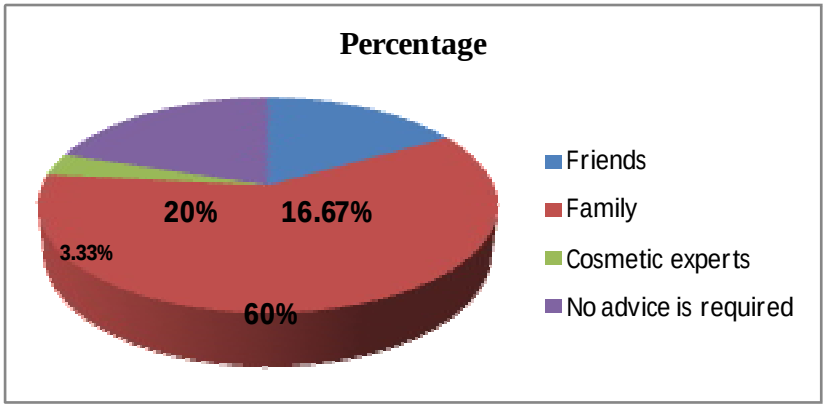
Category	No. of respondent	Percentage
Friends	5	16.67
Family	18	60
Cosmetic experts	1	3.33
No advice is required	6	20
Total	**30**	**100**

Source: Primary Data

Interpretation

About sixty percentage of respondents prefer the nearby shops and about twenty percentage prefer online shopping of cosmetic products. Approximately thirteen percentage of the respondents are using shopping mall and six percentage of the respondents prefer direct cosmetic product shops.

Figure 13
Chart representation of Purchase decision influencers



14) THE BRAND PREFERENCE OF COSMETIC PRODUCT

Table 4.14
The brand preference of cosmetic product

Category	No. of respondents	Percentage
Domestic	16	53.33
Foreign	14	46.67
Total	**30**	**100**

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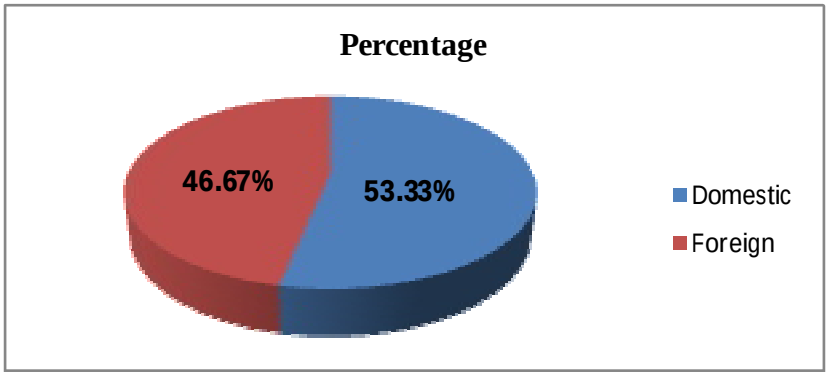
Source: Primary Data

Interpretation

Table 4.14 shows brand preference of domestic and foreign cosmetic products. Approximately fifty three respondent use domestic brands and about forty six percentage uses foreign cosmetic brands.

Figure 14

Chart representation of the brand preference of cosmetic product



15) MONTHLY AMOUNT SPENT FOR COSMETIC PRODUCTS

Table 4.15

Monthly amount spent for cosmetic products

Category	No. of respondent	Percentage
Less than 500	10	33.33
500-1000	15	50
1000-2000	3	10
Above 2000	2	6.67
Total	**30**	**100**

Source: Primary Data

Interpretation

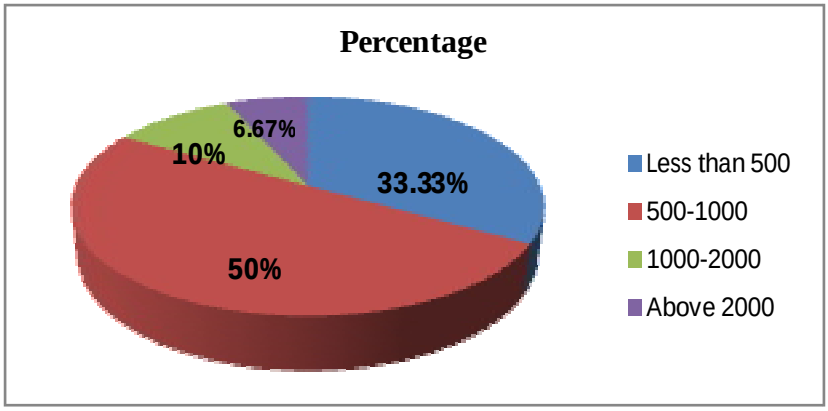
Fifty percent of the respondents use a amount between five hundred to thousand monthly for cosmetics products. Approximately thirty three percent of the respondents use less than five hundred per month for cosmetic products. About six percent of respondent uses above two thousand per month and ten percentage of respondents uses in between one thousand to two thousands per month for the cosmetic products.

Figure 15

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Chart representation of the brand preference of cosmetic product



16) PURCHASE OF NEW BRAND FOR TRIAL

Table 4.16

Purchase of new brand for trial

Category	No. of respondents	Percentage
Yes	20	66.67
No	10	33.33
Total	**30**	**100**

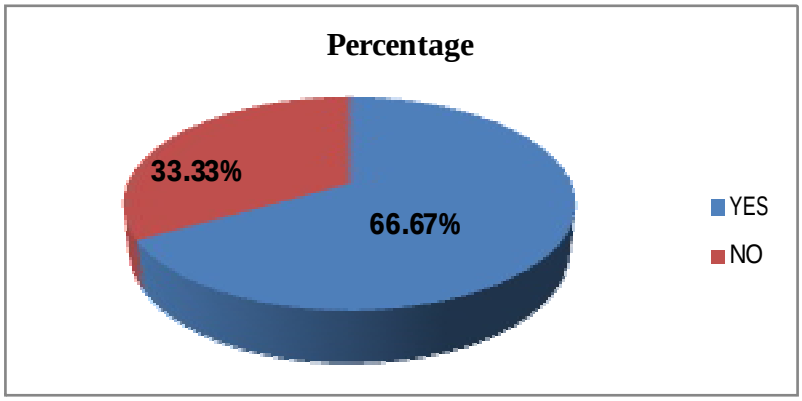
Source: Primary Data

Interpretation

Tables 4.16 show the preferences of the consumer to try new cosmetic brands. Approximately sixty six percent respondents make the trail of new brands. And approximately thirty three percentage never try a new cosmetic brands made available.

Figure 16

Chart representation of purchase of new brand for trial



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17) PREFERENCE OF A PARTICULAR BRAND OVER OTHER NEW BRANDS

Table 4.17

Preference of a particular brand over other new brands

Category	No. of respondents	Percentage
Yes	18	60
No	12	40
Total	**30**	**100**

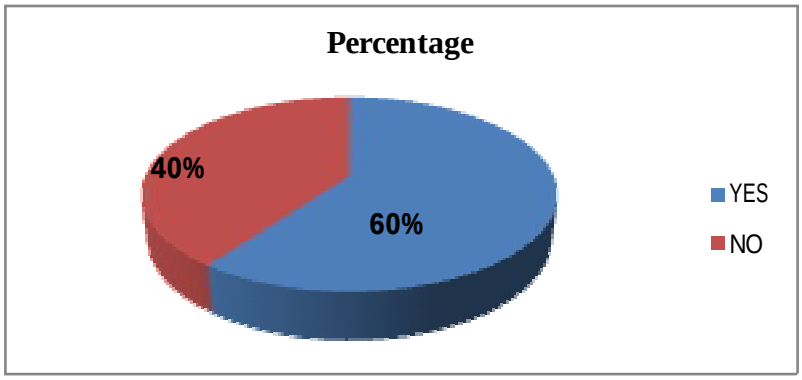
Source: Primary Data

Interpretation

Sixty percent of the respondent prefer same brand which they uses even if any new brand as arrive and forty percentage of the respondents prefer new brands over the brands which are they using now.

Figure 17

Chart representation of preference of a particular brand over other new brands



18) REASON FOR BRAND SWITCHING

Table 4.18

Reason for brand switching

Category	No.of respondent	Percentage
Quality	19	63.33
Price	3	10
Availability	4	13.33
Allergic reaction	1	3.33
Ineffectiveness	1	3.33
On arrival of new product	2	6.68
Total	**30**	**100**

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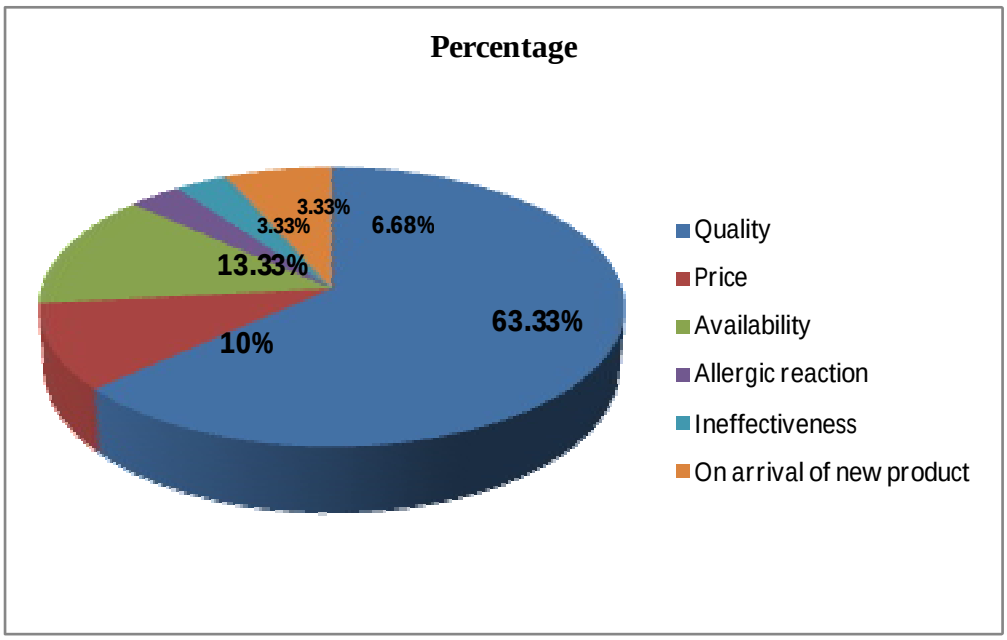
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Interpretation

Approximately sixty three percent of the respondents specify that quality is the main factor which affects the brand switching. Ten percent of the respondents were with the opinion that price is the main factor that affects the brand switching. about thirteen percentage of the respondents was with a view that availability of the products and three percent specified that allergic reaction causes the brand switching and approximately six percent of respondents with an view the arrival of new products result in the brand switching.

Figure 18

Chart representation of reason for brand switching



FINDINGS

- Most of the respondents are with the opinion that newspaper and magazines are the media which catches their attention.
- Most of the respondents prefer Wild Stone perfumes and Emami Fair and Handsome cream.
- Majority of respondent prefer of same product at most to the times.

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- Out 30 respondents 40% of them specified that quality is the main factor responsible for the brand loyalty.
- Majority of the respondents are not aware about the branded cosmetic advertisements on the televisions.
- Majority of the respondent have their own brand preference before purchasing a particular brand.
- Among the 30 respondents, 80% were seeking the advice of others while purchasing or using cosmetic products.

- From the responses majority of the respondents purchase decisions are influenced by family members.
- Out 30 respondents, 60% were preferred nearby shops for the purchases of cosmetic products.
- Trend of online shopping of cosmetic products are picking up a fast growing pace.
- The respondents have preference for both domestic and foreign cosmetic products. Among them most of the respondents prefer domestic products.
- About five hundred to one thousands rupee were spent per month by majority of the respondent for the cosmetic products. Some of respondents spent even above two thousand rupees per month for cosmetic products.
- Most of the respondents are interested to try new brands arrived on the markets.
- Majority of the respondents prefer a particular brand over other new brands.
- Among the respondents low Quality of products was the main causes of brand switching among the respondents. The lack of availability of the product and high price also leads to the brand switching.

SUGGESTIONS

- As quality was the main factor responsible for creation of the brand loyalty as well as main causes of brand switching, the producers have to not compromise for the quality of the cosmetic products at any cost.
- As the respondent in this research are males, they got aware of the branded cosmetic products through newspapers/magazines compare to television, so

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much efforts are to be taken to improve the effectiveness of news paper/magazines as compared to televisions.

- As the respondents are interested in testing new products arrived in the market, ensure the availability of the cosmetic products among the customer at right time otherwise may result in brand switching.
- As the trends of online shopping of cosmetic products are picking up a fast growing pace, ensure effective online marketing technique to build or retain the loyal consumers.
- From the research its came to know that the respondents are willing to spend much amount per month for the cosmetic products, so try to made available quality products at right time to ensure or to build loyal consumers.

CONCLUSION

It is the dream of any marketer to create a strong connection with consumers and to have a long term relationship. This dream can only come true if his efforts are completely diverted towards those factors which are responsible for building a brand loyalty. This researcher has reported that excellent quality factor plays a key role over other factors viz. brand name, price, aesthetic appearance of product, wide availability. Besides this, cosmetic manufactures are required to understand thoroughly the buying behaviour before implementing any marketing strategy.

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