

An Investigation into Consumer Brand Loyalty in the Personal Care Product Industry

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ABSTRACT – Now a days consumer are more aware about personal care products. If they are addicted some products, which time the brand loyalty will create. So in this field there are more competitors provides same products but different types like attract to cover the consumers. Brand switching will happen at that time. This study analyse the brand loyalty for personal care products among consumer. The study examined the impact of demographic characteristics on customer brand loyalty and switching behaviours in a specific product category. The sample size is 177. To indicate the amount of correlation between the variables, chi-square test was used. Results show that among that demography variables have the most significant impact on consumer's brand loyalty.

Key Words: brand loyalty, brand switching, personal care products.

1. INTRODUCTION

Beauty and personal care (BPC) products in developing nations like India present a new dimension. It propels India to take center stage in Green Evolution. In the current scenario, adopting green or going green is not just a mere social concept. Both organizations and consumers are equally focused on this sector as green products are gradually becoming the new norm rather than just being an alternative to traditional products. Nowadays, the term green has an equivocal response like the concepts sustainable, eco-friendly, non-toxic and organic. Due to the draconian effect of climate change and the global warming scenario, most nations and societies are accepting the go green concept. Due to the information explosion and accumulation of knowledge on green and sustainable practices and their benefits in the past

decade, present-day consumers have become more aware of the ill effects of products not made in a sustainable manner and their negative hampering effect on the environment. Consumers move toward a healthy and sustainable lifestyle. Brand loyalty in personal care goods is a two-way street; customers trust the brand to satisfy their wants and expectations, and the brand relies on customer loyalty for long-term success. Loyalty programmers, personalized marketing, and successful consumer involvement all play important roles in developing and strengthening this connection. As people incorporate personal care products into their everyday lives, a strong sense of loyalty can result in continuous brand endorsement, word-of-mouth referrals, and even reluctance to move to rival brands. This loyalty is based on the trust, contentment, and pleasant experiences that consumers have with the brand.

2. LITERATURE STUDY

Branding, the main focus of today's marketing activities, is one of the most important tools for differentiation that a company can use. The brand loyalty model developed by includes four fundamental brand loyalty stages. These are cognitive, affective, conative, and action stages, brand loyalty stages indicate the learning process that emphasizes the relationship between attitude and behavior. Attitudinal loyalty consists of cognitive, affective and conative factors that develop in three stages. Cognitive loyalty arise as a result of consumers' information about the price, quality etc. of a brand. And then customers' satisfaction after purchase is the most important factor for re-purchasing the same product or service. The re-purchasing behavior of customers is an indication of loyalty. Male and female shoppers for the most

part want to buy and make the brand choice of beauty care products separately. Quality is the central point impacting the buy choice of male buyers. It likewise uncovers that one of the fundamental wellsprings of data among the females about various brands of beauty care products is companions gathering. The quality of the indicator factors uncovered that however instruction was irrelevant, yet it applied the most effect on drive purchasing among buyers. Personality plays a significant role in the consumer buying behavior since different consumers have different personality traits which reflect their buying behavior.

3. OBJECTIVE

- To study the level of brand loyalty among consumers psychology of personal care products.
- To study the causes of brand switching.

4. RESEARCH METHODOLOGY

This study has a descriptive approach. This study comprises respondents who are both individual customers who buy things because their brand loyalty. Sample Size equals 177. Primary and secondary data are the types of data used. The primary data could be obtained by a structured questionnaire.



Fig.1. Brand Loyalty Factors

5. HYPOTHESIS

5.1 Chi-square test: Chi square test is used to show the association between Overall Understanding and consumer psychology factors of the respondents.

Table- 1: Shows the analysis of chi-square

Factors	Asymptotic significance	Null hypothesis	Interference
Consumer	0.1311	Accepted	There is no relationship

psychology			between age & consumer psychology.
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Interpretation: From the Chi-Square Tests, the calculated value 0.131 is greater than significant level 0.05 ($p > 0.05$). So Alternative Hypothesis is rejected and null hypothesis is accepted. Hence it may be concluded that there is no significant relationship between overall consumer loyalty and consumer psychology.

5.2 Variable analysis using regression: Regression test is used to show the association between Overall Understanding and all the factors.

Table- 2: Shows the analysis of regression

Factors	Significance value	Null hypothesis
Consumer psychology	0.020	Rejected
Product quality	0.182	Accepted
Availability	0.102	Accepted
Switching brands	0.290	Accepted

Interpretation:

In this analysis the regression result is

$$Y = 0.020x + 5.349$$

Where, X= consumer psychology factor

$$Y = \text{Overall consumer loyalty}$$

From the correlations table, the calculated value greater than significant level 0.05 ($p > 0.05$). So Alternative Hypothesis is rejected and null hypothesis is accepted. Hence it may be concluded that there is no significant relationship between dependent variable (overall understandings on very loyal to my current brand of personal care products) and independent variable (factors such as Brand switching, Product quality, Availability and service,).

5.3 Analysis Using Bar Charts

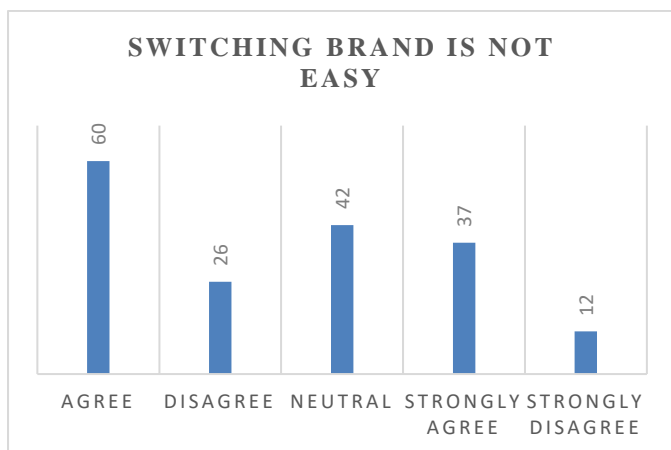


Fig.2. Switching brand is not easy

From the above table it is observed that out of 177 respondents, 20.9% of the respondents says strongly agree, 33.9% of the respondents says agree, 23.7% of the respondents says neutral, 14.7% of the respondents says disagree, 6.8% of the respondents says strongly disagree.

7. FINDINGS

The majority (33.9%) 60 of the respondents agrees, they can't easily to switch another brand. But they are switch to another brand because of their offers and discounts. Peoples will not change their brand for society. There is no significant relationship between dependent variable (overall understandings on very loyal to my current brand of personal care products) and independent variable (factors such as Brand switching, Product quality, Availability and service.). There is no significant relationship between overall consumer loyalty and consumer psychology.

8. SUGGESTION

- Advertising is important for personal care products so can be make more effective ads.
- They would some offers like buy one get one, discounts etc.
- Provide information about the benefits of your products and how to use them effectively. This not only enhances the user experience but also helps customers derive maximum value from your products.

- Invest in appealing and recognizable branding. Packaging that stands out on the shelf can attract attention and create a positive first impression.

9. CONCLUSION

Consumer brand loyalty appears to be declining in recent years. This trend can be attributed to a number of factors, including sophisticated advertising appeals and extensive media coverage, the similarity of products in terms of form, content, price, and communication, sales promotion strategies like mass displays, coupons, and price specials that encourage consumer impulse buying, the expansion of new products competing for shelf space, and more. An essential component of the comprehensive understanding of consumer behavior is the study of the factors that influence variations in the level of brand loyalty.

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