The Factors Influencing Brand Loyalty Among Consumers Of Beauty Products

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Abstract

All products utilized outside to nurture and smarten the body by cleaning, colouring, lessening, or caring for the skin, hair, nails, lips, or eyes are jointly referred to as "cosmetics". Hence, cosmetics are substances intended to be applied to the human body for cleansing, beautifying, persuading attractiveness, or changing the look without changing the human makeup of the body. Some substances meant for utilization as constituents of cosmetic products fall under this broad definition. The market for beauty and cosmetics goods has expanded significantly as consumers' awareness of appearance, attractiveness, grooming, and the availability of personal care items has increased.

Knowing this market should be useful for marketers in identifying opportunities for marketing to ensure greater effectiveness in using assets and other attempts directly associated with customer buying behaviour, including segmentation of the market, consumer targeting, product characteristics, and advertising and selling efforts. This essay summarizes the cosmetics sector, discusses its significance, and examines how brand loyalty and other factors affect women's cosmetic purchasing decisions. This study will give the corporate community and retail sector dealers vital information.

Keywords: Factors; influence; brand loyalty; consumers; beauty products.

1. Introduction

Marketers must overcome enormous challenges to remain relevant and leave an eternal mark on consumers. They must develop a close bond with the customer to strengthen the brand. Furthermore, marketers take the brand traffic. This forces them to create advertising that upholds a high moral standard and keeps the audience's interest for a long time. When the clients are brand loyal, this may be done easily. It is common knowledge that devoted customers can only support producers with a stable market and increasing sales.
People today place a high value on physical appearance, making cosmetics one of the world's fastest-growing sectors. Cosmetics allow individuals to look good, maintain their health, care for their appearance, and protect themselves from bad effects. Due to changing lifestyles, the unpredictability of the climate, and a rise in aesthetic consciousness, India has seen a surge in the usage of skin care products. As a result, to compete successfully, marketers must satisfy their customers and comprehend what drives brand loyalty. To better understand the factors driving customer retention, the investigator has attempted.

2. Review of Literature

In their empirical research of this notion, Tucker W.T. (1964) defined brand loyalty as three consecutive preferences of the same brand. According to a comparative study by Ronald, F. and Harper, B. (1965), it was impossible to distinguish between both private and public maker's brand-loyal consumers based on socioeconomic characteristics. According to Aaker & Keller (1990), several factors, including the use experience, are directly related to loyalty. Owing to noteworthy transferring costs or problems attached to technical, economic, or emotional issues, consumers may persist in choosing to continue with an industry. From a different angle, patrons might also be steadfast since they are pleased with the brand and wish to maintain their association with it (Fornell, 1992). Keller argued in 2003 (Taylor & Cosenza, 2002; Rajput et al., 2012; Petrova & Ashdown, 2008).

Keller (2003) stated that renowned brand names can distribute the advantages of products and contribute to higher memory of promoted advantages than non-famous names of brands. Tucker W.T. (1964) described brand loyalty as three sequential preferences. For gratifying purposes, consumers may trust huge, well-known brand names. These renowned brands and descriptions entice consumers to purchase the creation, persuade repeat buying, and diminish price-related transfer behaviours (Martin & Turley, 2004; Loker et al., 2004; Lau, 2020).

The research Nair Vinith Kumar and Pillai Prakash R. published "A Research Investigation into the Purchase Patterns of Cosmetics Amongst Consumers in Kerala" in 2007. The study looks at the spending patterns and cosmetics-related purchase behaviours of consumers in Kerala who fall into different categories.

There are a lot of unknown brand names and substitutes on the market.

According to comparison research by Ronald, F. and Harper, B. (1965), it is impossible to discern between those devoted to the manufacturer's brand privately and those loyal to its brand.

2.1 Brand Loyalty
Brand loyalty refers to a customer's positive attitudes regarding a brand and its commitment to continually using its goods and services in the face of flaws, competition, or environmental changes" or "the extent to which a customer continuously transactions the similar brand within a product category" by the American Marketing Association. In the US, cigarette brand loyalty is a shining example. Smokers in America tend to stick with a single brand of cigarettes. The basis of a brand's equity is brand loyalty. Brand loyalty, according to Daryl Travis (2000a), is "the final objective and connotation of brand evenhandedness," and "brand faithfulness is brand evenhandedness"(Kim & LaBat, 2013; Kang, 2020; Joghee & Alzoubi, 2021).

Additionally, examining brand faithfulness without considering how it relates to additional descriptive aspects of brand fairness, such as consciousness and apparent worth, is unfeasible. First, since apparent excellence, associations, and consciousness give customers causes to purchase and augment pleasure, the other evocative attributes of brand evenhandedness can recover brand allegiance. Loyalty may be influenced by a brand's connections or apparent excellence, but it may also develop independently of these factors.

However, it is still being determined what this connection is like. On the contrary, loyalty can result in greater perceived worth (e.g., a prospective client has an improved assessment of a brand if that brand appears to have a solid client base), greater connections (the product can be connected to components characterizing its faithful consumers), or increased consciousness (faithful customers are inclined to recommend the brand to new consumers through "mouth-to-mouth" communication). Customers' Brand recognition, product calibre, price, design, retail surroundings, advancement, and service calibre are the deciding variables (Khraim, 2011).

2.2.Brand Name

A brand's name is far more than merely a tag; it may also play a significant role in the consumer's choice of product (Kenneth, 1981). It is a complex symbol that can represent various ideas and characteristics about the thing it represents. Customers may therefore have complex opinions of the brand. These perceptions may be based on the name's pronunciation, literal meaning, or specific associations that the name has grown to imply using time for business promotion or individual use (Leone, 1981). Brand names "live" and "evolve" in the thoughts and hearts of potential consumers (Huddleston & Cassill, 1990; Grogan et al., 2017; Fischer & Arnold, 1994).

2.3.Product Quality

If it matches what they are looking for, the consumer will be happy and believe that the good is of excellent or outstanding quality. If customer demands are not addressed, they
will conclude that the product is low-quality. Therefore, "its capacity to meet customer requirements and ambitions" can describe the quality of a good.

Prior to anything else, quality must be defined in terms of variables or traits that differ from product to product. Efficiency, are properties of a physical or electronic product. Parameters including physical and chemical properties, therapeutic impact, toxicity, flavour, and shelf life may be crucial for drugs.

The criteria for food items will cover things like flavour, nutritional value, texture, shelf life, and more (United Nations, 2006) (Deng et al., 2019; Chopdar & Balakrishnan, 2020; Choi & Park, 2017).

2.4. Price

Pricing entails figuring out how much someone can pay for a product.

Many trade deals have considered price, or the value transferred for goods. Price is an important factor. Purchase decisions and loyalty to a brand are directly impacted by the degree of pricing happiness. Because fewer customers are migrating to other companies due to this enhanced loyalty, marketing expenses can be decreased. Given that pricing is one of the most adjustable aspects of mixed marketing and that it changes due to changing product and service qualities, price satisfaction is a crucial component that affects buyer-seller interactions.

3. Need for the Study

Consumer behaviour causes businesses to face challenges and grow. Consumer interest in cosmetic items has increased recently, and consumers are also more knowledgeable about the characteristics of cosmetic products. The success of cosmetic companies depends on their understanding of consumer attitudes towards cosmetic purchasing habits. The subject of this study is what influences consumers' purchasing choices. This study aims to obtain trustworthy and legitimate information for the organization to plan its upcoming marketing initiatives.

4. Problem Identification and Formulation

As the preceding definition makes clear, several global studies have been conducted on various facets of customer loyalty. However, given that branding has yet to take off in a developing country like ours as in Western, more established countries, one has yet to come across comparable studies in brand loyalty at the national level in India or within Panchkula. In light of this, the researcher has chosen to conduct a large-scale study that thoroughly analyses the brand loyalty behavioural pattern of cosmetic customers in Panchkula.

http://www.webology.org
5. Objectives of the Study

The study was conducted with the following goals in mind:

To investigate consumers' brand loyalty for women's skincare and cosmetic products.

To determine the crucial elements driving the purchase of skincare cosmetics products among the respondents.

6. Research Design

In order to obtain accurate, impartial, and useful data, the sample was chosen using a convenience sampling non-probability strategy outlined in the study's research design.

6.1 Primary Data

Primary data were gathered using well-designed questionnaires. Both closed-ended and open-ended questions were present in the survey. Likert scales were utilized for certain questions about purchase choices, and other questions focused on respondents' demographic information.

6.2 Secondary Data

The level of knowledge regarding consumer purchasing behaviour that is now available was ascertained by consulting reference books, internet observations, and academic papers.

Additionally, the questionnaire's structure was derived from earlier research projects.

6.3 Sampling Details

The target audience of this study is made up of women who use cosmetics.

Utilizing the questionnaire, face-to-face interviews were conducted with working women, stay-at-home mothers, and college students. The customer who uses cosmetic items individually is the sampling unit in this study. In order to collect accurate, impartial data, 26 women consumers from Panchkula town were contacted. The sample was chosen using a non-probability convenience sampling approach.

6.4 Nature and type of the study

This research project takes the form of an "ex-post-facto" study, in which the researcher attempted to investigate the present views of the women who purchase cosmetics concerning the idea of brand loyalty, the variables affecting it, the factors affecting their buying of skincare beauty products in general, etc. without in any way altering the current situation. As a result, the study takes a largely empirical approach.
6.5. Limitations of the Study

The results of this exploratory study can be utilized in the research field and as a direction for additional investigation because it is constrained to a small number of respondents and a specific location. Stress about too many colour cosmetic brands is one factor that influences customer behaviour for cosmetics.

7. Factors That Affect Customer Loyalty

Without any question, the product itself must be appealing, well-determined, and competitive. However, other factors besides the good itself may impact whether a client remains sought-after or dedicated. Here are the top 7 on our list:

7.1 Comfort.

When purchasing consumer goods, many devoted clients stray merely because the establishment where they frequently purchase your product sold out or no longer carries it. While they may continue to like your item, alternatives are available, and they lack the time to look for it.

7.2. Customer support.

One of the mainly significant parameters which manipulate brand loyalty is the support provided by the company, company sales staff and customer care executives. If the consumer problems have been resolved by the officials promptly, it will positively influence the consumer's brand loyalty and vice versa.

7.3. Interpersonal Connections.

Consumer loyalty is largely influenced by various factors like the behaviour of sales staff with the customers, after-sales services provided by consumers etc. Many people "obtain" whomever it is who sold them your stuff more than they "buy" the thing you sell.

7.4. Prizes.

Customers want recompense for their bond with the brand, particularly if they have other alternatives. By offering markdowns, recompenses, and particular treatment to dutiful customers, you may stop them from shifting to extra businesses and earn their transfers.

7.5. Standing.
How your product is portrayed in commercials and other media outlets, both economically and collectively, may impact lasting relationships. Your business's financial, labour, and procurement practices are now facing close examination in a world that is growing more open and where customers are aware that they may influence government policies via their purchases (Cassill & Drake, 1987; Bhardwaj & Fairhurst, 2010; Arrigo, 2018).

7.6. Society involvement.

You develop a strong association with consumers when you stand up for something bigger than your product, back their favourite triggers, and become involved in their neighbourhood (Almousa, 2020; Adhikari, 2015). Every consumer chooses to be an enduring client every day.

8. Relationship between Skin Care Cosmetics and Brand Loyalty Influencing Factors

Correlation is used to determine the relative impact of the research variables on brand loyalty. It determined whether there is a favourable or unfavourable link with brand faithfulness. The correlation investigation's conclusion is provided below:

According to Table no 1, a constructive relationship exists between loyalty to the brand and customer happiness, brand awareness, quality perception, perceived price, brand credibility, and brand reputation. The coefficient of correlation between brand standing and brand devotion is 0.487, which shows a 48 per cent correlation between the two, and the correlation coefficient between apparent quality and brand faithfulness is 0.548, which shows a 53 per cent relationship between the two. Both of these correlations are significant and positive.

Price and devotion to the brand are correlated by a coefficient of 0.131, or 13%. Brand trustworthiness and brand devotion are correlated by a coefficient of 0.281, or 28%. The coefficient among the factors associated with brand experience and brand allegiance is 0.235, or 23.5%, and the coefficient within consumer happiness and brand devotion is 0.296, or 29.6%, indicating an association between customer happiness and loyalty to the brand. Brand recognition and brand devotion are correlated by 0.215, or 21%, brand encounter by 0.233, or 23%, and brand loyalty by customer happiness by 29%.

Brand credibility, perceived value, trustworthiness of the brand, brand awareness, brand interaction, and consumer happiness characteristics all show a positive link with brand loyalty, which is meaningful at the 1% level. Furthermore, it was discovered that there is a noteworthy and advantageous relationship between pricing and loyalty to a brand at the 5% threshold.
Table No 1 Analysis of the relationship between brand loyalty and factors affecting it

<table>
<thead>
<tr>
<th>Factors</th>
<th>Correlation’s values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand repute</td>
<td>0.487</td>
</tr>
<tr>
<td>Perceived excellence</td>
<td>0.548</td>
</tr>
<tr>
<td>Pricing</td>
<td>0.131</td>
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<tr>
<td>Brand reliability</td>
<td>0.281</td>
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<tr>
<td>Brand Cautiousness</td>
<td>0.215</td>
</tr>
<tr>
<td>Brand occurrence</td>
<td>0.235</td>
</tr>
<tr>
<td>Consumer Contentment</td>
<td>0.296</td>
</tr>
</tbody>
</table>

Relationship between Brand Retention Levels and Educational Background

Based on brand loyalty, respondents’ educational backgrounds—including school level, diploma/undergraduate status, postgraduate status, and others—are divided into high, moderate, and low loyalty categories.

H0: There is no meaningful correlation between educational attainment and levels of loyalty.

Table 2 shows the relationship between academic achievement and level of loyalty.

<table>
<thead>
<tr>
<th>Academic Qualification</th>
<th>Brand Faithfulness</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>High Faithfulness</td>
</tr>
<tr>
<td></td>
<td>Moderate</td>
</tr>
<tr>
<td></td>
<td>Lower</td>
</tr>
<tr>
<td></td>
<td>Active Margins</td>
</tr>
<tr>
<td>0-10th</td>
<td>60</td>
</tr>
<tr>
<td></td>
<td>67</td>
</tr>
<tr>
<td></td>
<td>58</td>
</tr>
<tr>
<td></td>
<td>185</td>
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<tr>
<td>10th- Graduation</td>
<td>36</td>
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<td></td>
<td>50</td>
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<td>25</td>
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<td>Diploma</td>
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<td></td>
<td>3</td>
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<tr>
<td></td>
<td>54</td>
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<tr>
<td>Active Margin</td>
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<tr>
<td></td>
<td>265</td>
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<tr>
<td></td>
<td>185</td>
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<td></td>
<td>695</td>
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</table>

Table 3: Ch-square Test

<table>
<thead>
<tr>
<th>Item</th>
<th>Values</th>
</tr>
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<tbody>
<tr>
<td>Ch Square Value</td>
<td>40.636</td>
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<tr>
<td>Df</td>
<td>6</td>
</tr>
<tr>
<td>P value</td>
<td>0.001</td>
</tr>
</tbody>
</table>

9. Conclusion
The main objective of the research was to determine the correlation between several variables and brand devotion among Panchkula residents who utilized skincare items. Brand fidelity has a positive relationship with satisfaction with the experience with the brand, recognition of the brand, price, or brand legitimacy. Nevertheless, the characteristics that are perceived as good and brand reputation have a larger link with loyalty to the business. Their schooling significantly influences the participants’ degree of loyalty. The better-educated individuals may appreciate the importance of quality and brand considerations while purchasing cosmetics. Customers consider various brands and might begin for cosmetics in specialized stores and malls. Therefore, to deliver the optimal customer experience, advertisers must focus on product features.

References


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