



## A Study of Brand Loyalty for Cosmetic Products among Youth

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### Abstract:

*Apparently, Y-generation is style and fashion dominated and would like to be referred as style icon. In fact, their needs now no longer remain latent due to availability of various cosmetic products. The presence of cosmetic industry has completely redefined the fashion & revitalized the life of even growing age people with innovation of anti aging cream & colorant solution. Building a strong brand loyalty is believed to be a challenging task for a marketer involved in flourishing cosmetic industry because of the presence of well known and good domestic and international quality brands. This study tries to find out a particular cosmetic brand which is popular and regular stuff of youth's basket irrespective of any purpose. For data analysis and testing of hypothesis, Chi-square test, Garrett Ranking method & descriptive statistic have been used. The findings indicate that brand loyalty has no significant association with gender and domiciles of users of cosmetic products. Similarly, annual spending on cosmetic products and domiciles of youth are statistically independent variables. Results also disclose that an excellent quality of a cosmetic brand was highly ranked by majority of respondents followed by satisfaction of needs & brand Name.*

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**Keywords:** Brand loyalty, Brand name, Cosmetic products

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### 1. Introduction

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. "A brand is a name, symbol, design or mark that enhances the value of product beyond its functional purpose". (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 products.

#### 1.1 Cosmetic Products

Generally cosmetic products are referred as care substances which can be made of chemicals compounds or natural substances to enhance appearance and odour of human body. These cosmetic products beautify human appearance; today cosmetic products are in great demand because of self consciousness & self personality aspects which are closely linked with human life. As per the US Food and Drug Administration, cosmetics as "intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body's structure or functions.". There are leading cosmetic companies which are globally well established such as The L'Oreal Group, The Procter & Gamble Company, Unilever, Shiseido Company Ltd and Estee Lauder

Companies Inc. Cosmetic products have modernized Indian society and eventually Indian customers especially young and middle age people who have now started adopting various cosmetic brands viz. Lakme, L'Oreal, Elle 18, Revlon, Clinique, Avon, Maybelline, Color Bar, Mac and Chambor, Pond's, Fair & Lovely, Dove, Garnier.

### ***1.2 Brand Loyalty***

Brand loyalty indicates preference to one brand by consumer over other brands. Brand loyalty is defined as keeping preferable to a specific product or services (BNET Business Dictionary). Customer will closely associated with a particular brand and less chancing of switching over to other brands. "The biased, behavioural response, expressed over time, by some decision-making unit, with respect to one or more alternative brands out of a set of such brands, and is a function of psychological processes"(Jacoby and Chestnut 1978, p.80). Brand loyalty consists of consumer's commitment to repurchase or continue to using the same brand and also the extent of the faithfulness of consumers to a particular brand, expressed through their repeat purchases.

### ***1.3 Celebrity Marketing***

Celebrity marketing is a tactic featuring a famous person to offer an endorsement of a product. This famous person might be an actor, musician, athlete, ex-politician or a cartoon character. They do not need to be international superstars; they only need to be familiar to the target audience for instance, Aishwarya Rai and Sonam Kapoor for L'Oreal hair colour, Virat Kohli for Cinthol deodorant, Shahrukh Khan for Fair & Handsome cream for men, Karishma Kapoor for Garnier Hair colour, John Abraham and Sushanttsinh Rajput for Garnier face cream for men, Varun Dhawan for Pond's. A celebrity's involvement can range from an explicit to an implicit endorsement of a product. Some celebrity marketing campaigns try to suggest that the star uses the product personally and enjoys it. Others simply involve the celebrity in the image of the brand, relying on the celebrity's reputation rather than their outright endorsement to market a product. Celebrity marketing has been used across all mediums. Print, television, radio, film and various forms of new media have all been effective outlets for celebrity endorsed products.

### ***1.4 Loyalty programmes***

To earn a group of loyal and honest consumers, marketing department of a company undertakes various loyalty programmes. In marketing generally, loyalty programmes includes offering loyalty card, rewards card, points card, advantage card, club card that identifies the card holder as a member in a loyalty program & makes repeat purchases and on presentation of such special cards, consumers are entitled to have gifts, discounts or voucher and free services, free sample etc.,

### ***1.5 Brand Name***

Famous brand names can disseminate product benefits and lead to higher recall of advertised benefits than non-famous brand names (Keller, 2003). Instead of many unfamiliar brand names, consumers get impressed and attracted to purchase famous brand and this is responsible for repeat purchasing behaviour. For instance, L'Oreal, Himalaya, Lakme, Garnier etc. Brand name is the creation of an image or the development of a brand identity and is an expensive and time consuming process. Consumer tend to perceive the product from an overall perspective, associating with the brand name all the attributes and satisfaction experienced by the purchase and use of the product (Kohli & Thakor, 1997).

### ***1.6 Price***

It is a key factor that affects buying behaviour as price matters a lot for the average consumer. Price sometimes compels a consumer to switch over to other brands because it is out of his/her pocket. Consumers with high brand loyalty are willing to pay a premium price for their favoured brand. So their purchase intention is not easily affected by price. (Cadogan and Foster, 2000). In addition,

customers have a strong belief in the price and value of their favourite brands so much so that they would compare and evaluate prices with alternative brands (Keller, 2003)

### ***1.7 Product Quality***

In general term quality indicates ability to satisfy needs. Product quality is defined as “fitness for use” or “conformance to requirement” (Russell and Taylor, 2006). It is seen that to larger extent sale of product relies on its quality as customer can adjust with the quality. Inferior quality of product results into rejection of product and customer may tend to switch over to other brands. Good Quality of cosmetic product includes no complexity to use a product ( easy to apply), instant & expected result, no allergic reaction, laboratory tested, quick dry and remove, breathable, waterproof, long time stay, lightweight, durability and so on.

### ***1.8 Product Design (Appearance)***

Product design is key factor that stimulates a customer to inquire about product followed by its purchase. Beautifully design products can be easily got registered in customers mind. Product design includes size, shape, colour, packing and etc. Attracting look of product retains its loyal customers and makes other customers to buy the same product repeatedly. Product having an aesthetic look can satisfy self esteem needs (importance, status & ego) of consumers. Design is visual appearance, which includes line, shape and details affecting consumer perception towards a brand (Frings, 2005). It has also been found in one research conducted by Duff in a year 2007 that cosmetic product users are more fashion conscious and demands more attractive design products.

### ***1.9 Product Placement***

Product placement is one of the tools of marketing communication and now a days it is an important marketing strategy where a product is placed movies, events or serials to seek customer’s attention. Eg: L’Oreal brands in movie Aisha, Placement of L’Oreal products in Cannes Film Festivals. This creates awareness among customers resulting into building brand loyalty. Having been impressed by such brand, highly loyal customer can be ready to pay premium price as placement of such product creates a standard.

## **2. Review of Literatures**

The review of related literatures has greatly helped the researcher in plotting the entire research design and establishing research objectives. The researcher has intensively gone through all those related scholarly published articles and research papers.

**Elif A. Ergin et al (2005)**, carried on a research study with view to determining brand loyalty among Turkish women with respect to skin-care products and enabling cosmetics players to penetrate to the Turkish market and to shape marketing strategies. The results showed that there is a brand loyalty among Turkish women for cosmetic products.

**Sondoh Jr., Stephen L et al (2007)**, examined the impact of brand image benefits on satisfaction and loyalty intention for color cosmetic product. Results revealed that brand image benefits viz. functional, social, experiential and appearance enhances are positively related to overall satisfaction and loyalty intention is significantly influenced by functional and appearance enhance.

**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.

**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. However, small group of women feel packaging is the key factor for decision making. 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.

### 3. Statement of Research Problem

Flourishing cosmetic industry necessitates a marketer to know the current trend of Indian cosmetic brands among youth. 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 (CAGR) of around 17% during 2011-15. It is estimated that male cosmetic brands constitute 1/3<sup>rd</sup> 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, the researcher has made a sincere attempt by undertaking the research entitled 'A Study of Brand Loyalty for Cosmetic Products among Youth'

### 4. Objectives of Study

- To study the brand loyalty among youth for cosmetic products
- To study the customers perception towards factors responsible for building brand loyalty
- To know the portion of male and female in cosmetic market
- To study the consumer behaviour for cosmetic products

### 5. Research Methodology

In order to realise the aforementioned research objectives, following research methodology was adopted by the researcher.

#### 5.1 Research Hypotheses

**H<sub>01</sub>:** Brand loyalty and gender are statistically independent variables

**H<sub>02</sub>:** Brand loyalty and domicile of consumers are statistically independent variables

**H<sub>03</sub>:** Domicile of consumers and annual spending on cosmetic products are statistically independent variables

#### 5.2 Data Collection Tool

A structured questionnaire was used to collect relevant data pertaining to the said research. The researcher administered it having been examined by experts and after undertaking pilot testing. A pilot study was conducted to judge the validity of the questionnaire. The first part of this questionnaire deals with respondent's demographic information, whereas the second part deals with consumer behaviour, factors building brand loyalty and types and brands of cosmetic products used by the respondents.

### 5.3 Population and Sampling

The population of this study consists of Indian youth whose age is between 18 to 40 years. The researcher distributed 120 questionnaires among youth of Kheda district and Vadodara district. However, 113 questionnaires were completely filled and effective to use. The researcher adopted convenient sampling method.

### 5.4 Period of Study

The present study is mainly based on primary data. The data from youth have been collected from June to August 2014.

### 5.5 Statistical Tool

For data analysis and testing of hypothesis, Chi-square test, Garrett Ranking method and descriptive statistic have been used by the researcher.

**Garrett Ranking:** This statistical tool is widely used to convert the ranks into scores when the number of items ranked differs from respondent to respondent. As per this technique, the ranks assigned by the respondents were converted into scores. First of all, the percent position for each rank was found using the following formula

$$\text{Percent Position} = 100 \left( \frac{R_{ij} - 0.5}{N_{ij}} \right)$$

Where,

$R_{ij}$  = Rank given to  $i^{\text{th}}$  factor by  $j^{\text{th}}$  individual

$N_{ij}$  = Number of factors ranked by  $j^{\text{th}}$  individual

The percent position estimated was converted into scores by referring Garrett Table. Then, the scores of all respondents were added and were divided by the number of respondents to arrive at the mean score for each factor. The factor having the highest mean score was ranked the first, followed by the second, the third and so on.

## 6. Demographic Profile of Respondents

**Table 6.1: Age, Gender and Domicile wise Distribution**

Age group	Frequency	Gender	Frequency	Domicile	Frequency
18-24	100	Male	49	Urban	79
25-30	07	Female	64	Rural	34
31-34	4				
35-40	2				
<b>Total</b>	<b>113</b>		<b>113</b>		<b>113</b>

**Table 6.2: Marital Status, Education and Occupation wise Distribution**

Marital Status	Frequency	Education	Frequency	Occupation	Frequency
Married	09	SSC	04	Student	93
Unmarried	103	HSC	02	Services	18
Other	01	UG	92	House wife	02
		Graduate	05		
		PG	10		
<b>Total</b>	<b>113</b>		<b>113</b>		<b>113</b>

**Table 6.3: Monthly Family Income wise Distribution**

Income Group	Below Rs.5,000	Rs.5,000 - 10,000	Rs.11,000-20,000	More than Rs.20,000	Total
Frequency	05	31	31	46	<b>113</b>

## 7. Data Analysis and Interpretation

**Table 7.1: Types of shops from where cosmetics are purchased**

Types of Shops	Frequency	Per cent
Nearby Shop	64	57
Shopping Mall	21	18
Cosmetic Products Shop	28	25
<b>Total</b>	<b>113</b>	<b>100</b>

The Table 7.1 shows that 57% of respondents buy cosmetic products from the nearby shops whereas 18% and 25% of respondents purchase cosmetics products from shopping malls and cosmetic products shop respectively.

**Table 7.2: Annual spending on cosmetic products**

Annual Spending on Cosmetic Products	Frequency	Per cent
Less than Rs. 1,000	61	54
Rs. 1,100 - 2,000	28	25
Rs. 2,100- 3,500	06	5
Rs. 3,600 – 5,000	08	7
More than Rs. 5,000	10	9
<b>Total</b>	<b>113</b>	<b>100</b>

The above table 7.2 clearly indicates that 54% of respondents spend less than Rs.1,000 on cosmetic products annually. While only 5% of respondents spend Rs.2,100-3,500. There are 9% of respondents who spend more than Rs.5,000 on cosmetic products annually.

**Table 7.3 whether consumers have any brand in mind while going for purchasing cosmetics**

Whether consumers have any brand in their mind before they go for purchasing cosmetic products	Frequency	Per cent
Yes	98	86.73
No	15	13.27
<b>Total</b>	<b>113</b>	<b>100</b>

There were 86.73% of consumers who have a particular cosmetic brand in mind while purchasing cosmetic products.

**Table 7.4 whether consumers purchase any new brand for a trail base**

Purchasing any new brand for a trail base before regular use	Frequency	Per cent
Yes	81	71.68
No	32	28.32
<b>Total</b>	<b>113</b>	<b>100</b>

Table 7.4 depicts that majority of respondents purchase any new brand for a trail base before regular use.

**Table 7.5 Influence of Purchase Decision**

<b>(a) Seeking other's advice for cosmetic product</b>	<b>Frequency</b>	<b>Per cent</b>
Yes	76	67
No	37	33
<b>Total</b>	<b>113</b>	<b>100</b>
<b>(b) Purchase Decision influenced by...</b>		
Friends	42	37
Parents	13	13
Relatives	02	01
Spouse	02	01
Sibling	06	05
Cosmetic Experts	11	10
No advice is required	37	33
<b>Total</b>	<b>113</b>	<b>100</b>

Table 7.5 shows that 67% of respondents' purchase decision is influenced by others' advice. Moreover, purchase decision of 37% of respondents for cosmetic brand is influenced by friends. However, 33% of respondents do not require anybody's advice.

**Table 7.6 Precaution / care taken by users of cosmetic products**

<b>Precaution / care taken by consumers</b>	<b>Frequency</b>	<b>Per cent</b>
Undergo Pre Usage test	28	24.78
Reading warning and caution note	37	32.74
Going through instructions	48	42.48
<b>Total</b>	<b>113</b>	<b>100</b>

The above table 7.6 reveals that 24.78% of respondents undergo pre usage test, 32.78% of respondents read warning and caution note and 42.48% of respondents go through instruction for usage before administering cosmetic product on body..

**Table 7.7 Search for information about new cosmetic brand before final Purchase**

<b>(a) Search for information about new cosmetic brand before final Purchase</b>	<b>Frequency</b>	<b>Per cent</b>
Yes	84	74
No	29	26
<b>Total</b>	<b>113</b>	<b>100</b>
<b>(b) Sources for Information</b>		
Newspaper	20	18
Product Brochure	10	09
Website	31	27
Telebrand show / Advertise on T.V.	23	20
No Searching	29	26
<b>Total</b>	<b>113</b>	<b>100</b>

According to Table 7.7, 74% of respondents search for information about new brand. Additionally, 27% of respondents look for information on website providing details about new brand. Only 9% of respondents use newspaper as source of information.

**Table 7.8 Brand Preference for cosmetic products**

Types of Brand	Frequency	Per cent
Domestic	48	42.48
Foreign	65	57.52
<b>Total</b>	<b>113</b>	<b>100</b>

Table 7.8 shows that 57% of young consumers prefer to buy foreign brands over domestic ones.

**Table 7.9 Customer's preference for factors causing to buy consistently the same brand**

Factors	Frequency
Excellent Quality	59
Satisfaction of Need	38
Brand Name	11
Reasonable Price	03
Brand Loyalty Programme	01
Aesthetic Appearance of Product	01
<b>Total</b>	<b>113</b>

Table 7.9 shows that 'Excellent Quality' is the most important factor among youth causing to buy consistently the same brand followed by satisfaction of need & brand name.

**Table 7.10 Brand Loyalty for cosmetic products**

Variable	Frequency	Percent
Brand Loyalty	90	79.65
No Brand Loyalty	23	20.35
<b>Total</b>	<b>113</b>	<b>100</b>

The above table 7.10 reveals that 79.65% of respondents consistently buy the same cosmetic brands and there is no brand loyalty among 20.35% of respondents for cosmetics brand.

**Table 7.11 factors causing to switch over to other cosmetic brands**

Factors	Frequency
Quality	62
Allergic Reaction	22
Recommendation	12
Ineffectiveness	07
Unavailability in Store	05
Creative advertisement of other brands	03
Sales Promotion of other brands	01
Price	01
<b>Total</b>	<b>113</b>

Table 7.11 indicates that majority of respondents opine that quality is the major factor causing to switch over other brands followed by allergic reaction.



**Table 7.12 : Factors Building Brand Loyalty Ranked by Respondents**

Sr. No	Factors	Garrett's Score	Mean	Rank
1	Excellent Quality	75.133		1
2	Satisfaction of Need	68.982		2
3	Brand Name	64.735		3
4	Reasonable Price	62.124		4
5	Packaging	50.664		5
6	Aesthetic Appearance of Product	47.265		6
7	Brand Loyalty Programme	44.566		7
8	Creative Advertisement	44.442		8
9	Wide Availability	41.788		9
10	Celebrity Marketing (endorsed by famous personalities)	33.558		10
11	Product Placement (serial, film & event)	31.619		11
12	Product Displays and Store Interior	30.487		12

Source: Primary Data

The above table 7.12 gives an idea about factors that are responsible for building brand loyalty for cosmetic products among youth ranked by respondents. From this table, it can be inferred that 'Excellent Quality' was highly ranked by majority of respondents ((52.21%) followed by satisfaction of need, brand name, reasonable price and so on. Moreover, the analysis of the results of Garrett's ranking shows that Excellent Quality, Satisfaction of Need and Brand Name were the first three main factors ranked by respondents having Garrett's means score 75.13, 68.92 & 64.74 respectively. Whereas product displays & store interior and product placement were assigned the lower ranking by the majority of respondents with lower Garrett's mean score 31.62 & 30.48 respectively.

**Table 7.13 Brand wise classification of respondents (Female)**

Brands	Product Category												
	SC <sup>1</sup>	TP <sup>2</sup>	LTN <sup>3</sup>	FM <sup>4</sup>	NP <sup>5</sup>	FWC <sup>6</sup>	LP <sup>7</sup>	EM <sup>8</sup>	PD <sup>9</sup>	HC <sup>10</sup>	HR <sup>11</sup>	SH <sup>12</sup>	C <sup>13</sup>
Pond's	06	38	11			03							
Lakme	08	02	02	06	12	02	22	21					
Fair & Lovely	10					02							
Nivea	10	01	01	02									
Dove	08					03						19	15
Vaseline	02												
Garnier	05			01		05				04		02	09
Himalaya	01					24						01	01
L'Oreal				02	05		03	02					
Maybeline				01	01			01					
Everyuth	01	01				04							
Revlon	00				06		05	01					
Ell18					15		03	01					
Eva									14				
Yardley									10				
Engage									03				
Fogg									11				
Godrej										03			

Veet											17		
Cold											02		
Head & Shoulder												06	05
Pentine												12	09
Clinic Plus												10	04
Tresemme												02	01
Sunsilk												05	02
Other	05	05	09	03	09	12	09	04	12	04	00	07	01
Nonuser	09	17	17	49	16	09	22	34	14	53	45	00	17

(<sup>1</sup> Skincare Cream, <sup>2</sup> Talcum Powder, <sup>3</sup> Lotion, <sup>4</sup> Facial Make up, <sup>5</sup> Nail Polish, <sup>6</sup> Face wash cream, <sup>7</sup> Lip stick, <sup>8</sup> Eye Makeup, <sup>9</sup> Perfume/ Deodorant, <sup>10</sup> Hair Colour, <sup>11</sup> Hair Remover, <sup>12</sup> Shampoo, <sup>13</sup> Conditioner)

The above table 7.13 depicts that majority of female respondents prefer to buy Fair & Lovely (15.63%) and Nivea (15.63%) for skin care cream, Pond's for lotion (17.19%), Pond's for talcum powder (59.38%), Lakme for facial make up(9.38%), Elle18 (23.44%) followed by Lakme (18.75%) for nail polish, Himalaya for face wash cream (37.5%), Lakme for lip stick (34.38%), Lakme for eye makeup (32.81%), Veet for hair remover (26.56%), Eva (21.88%) followed by Yardley (15.63%) & Fogg (17.19%) for perfume/deodorant, Dove (29.69%) followed by Pentine (18.75%) & Clinic Plus (15.63%) for shampoo and Dove (23.44%) followed by Pentine (14.06%) for conditioner.

**Table 7.14 Brand wise classification of respondents (Male)**

Brands	Product Category									
	SC <sup>1</sup>	TP <sup>2</sup>	LTN <sup>3</sup>	FWC <sup>4</sup>	HC <sup>5</sup>	HG <sup>6</sup>	PD <sup>7</sup>	SHC <sup>8</sup>	SH <sup>9</sup>	C <sup>10</sup>
Fair & Lovely	03									
Pond's	03	13	03	02						
Fair & Handsome	15			03						
Garnier	03		01	16	04				03	07
Dove	03		05	02					09	14
Nivea	04		01	02						
Amway	02		01					03	01	
Himalaya	01		02	11						
Everyuth			02	03						
Vaseline			01							
Cinthol		01					06	02		
Axe		02					12	01		
L'Oreal					01					02
Godrej					01					
Set Wet						13	05			
Lomani							02			
Denim							02	01		
Addiction							03			
Fogg							04			
Wildstone							06			
Gillette								17		
Palmolive								02		
Old spice								02		
Dettol								03		

Clinic Plus									14	01
Head & Shoulder									14	06
Pentine									02	
Other	01	07	01	04		06	08	01	06	
Nonuser	14	26	32	06	43	30	01	17		19

(<sup>1</sup>Skincare Cream, <sup>2</sup>Talcum Powder, <sup>3</sup>Lotion, <sup>4</sup>Face wash cream, <sup>5</sup>Perfume/ Deodorant, <sup>6</sup>Hair Colour, <sup>7</sup>Hair Gel, <sup>8</sup>Shaving Cream, <sup>9</sup>Shampoo, <sup>10</sup>Conditioner)

The above table 7.14 shows that majority of male respondents prefer to buy Fair & Handsome for skin care cream (30.61%), Garnier (32.65%) followed by Himalaya (22.45%) for face wash cream, Pond’s for talcum powder (26.53%), Axe for Perfume/Deodorant (22.49%), Gillette for shaving cream (34.69%), Set Wet for hair gel (26.52%), Head & Shoulder (28.57%) and Clinic Plus (28.57%) for Shampoo and Dove for conditioners (28.57%).

### 8. Testing Of Hypothesis

**Table 8.1 Ho 1 Brand loyalty and Gender are statistically independent variables**

Hyp. No.	Variables	Chi Square Value	Df	Critical Value
Ho <sub>1</sub>	Brand loyalty Vs gender	0.0002	1	3.84

As indicated in table 8.1, Chi Square value falls in the acceptance level (i.e.) the computed value of Chi Square 0.0002 at 5 % significance level is lesser than the critical value (3.84). Therefore, there is no enough evidence to reject Ho<sub>1</sub>. This means that brand loyalty and gender are statistically independent variables.

**Table 8.2 Ho 2 Brand loyalty and Domicile of consumers are statistically independent variables**

Hyp. No.	Variables	Chi Square Value	Df	Critical Value
Ho <sub>2</sub>	Brand loyalty Vs Domicile of consumers	0.2197	1	3.84

As indicated in table 8.2, Chi Square value falls in the acceptance level (i.e.) the computed value of Chi Square 0.2197 at 5 % significance level is lesser than the critical value (3.84). So, null hypothesis is accepted. It means that brand loyalty and domicile of consumers (urban & rural) are statistically independent variables.

**Table 8.3 Ho 3 Domicile of consumers and Annual Spending of consumers on cosmetic products are statistically independent variables**

Hyp. No.	Variables	Chi Square Value	Df	Critical Value
Ho <sub>3</sub>	Domicile Vs Annual Spending of consumers on cosmetic products	1.1516	4	9.49

The above table 8.3 shows that Chi Square value falls in the acceptance level (i.e.) the computed value of Chi Square 1.1516 at 5 % significance level is lesser than the critical value (9.49). So, null hypothesis is accepted. It means that domicile of consumers (urban & rural) & their annual spending on cosmetic product is statistically independent variables.

### 9. Research Findings

The analysis of data reveals that young consumers are well aware about different cosmetic brands and products category available in market. Majority of consumers’ buying behaviour is influenced by

friends followed by parents. The result also indicates that excellent quality plays a vital role in building brand loyalty, on contrary, quality, allergic reaction and recommendation cause to switch over to other brands. Amazingly, creative advertisement and celebrity marketing do not greatly affect buying behaviour of youth. Therefore, marketer as well as producer should place more emphasis on quality factor. Furthermore, this study also depicts that 71.30% of male respondents & 85.93% of female respondents buy skin care cream. Similarly, 88% of male respondents and 85.93% of female respondents spend on face wash cream. 79.65% of respondents reported that they are loyal to the same brand irrespective of any product category. The testing of hypotheses reveals that brand loyalty and domicile of consumers & gender are statistically independent variables; the same result was found between domicile of consumers and their annual spending on cosmetics. Majority of respondents (54%) spend annually less than Rs.1, 000 on cosmetics products.

### 10. Recommendations

On the basis of the findings of the study, the researcher has put forward following suggestion in order to build brand loyalty among youth.

- Marketers and producers of cosmetic brands should focus more on quality of products since no creative advertisement and celebrity marketing will fetch them a group of loyal customers if products do not hold an excellent quality factor.
- More efforts should be made on developing cosmetics especially for male consumer as it holds an impressive portion in the entire cosmetic users segment. This enables a producer to capture the more market share.
- Innovative brand loyalty programmes should be undertaken to create a class of stable and steady group of consumers.

### 11. Managerial implication

The findings enable cosmetic manufactures to concentrate on major brand loyalty building factors and to understand the buying behaviour. This study also suggests them for formulating a sound marketing strategy to promote cosmetic brands.

### 12. Limitations and Scope for Future Research

This study has also some limitations and they must be acknowledged. The major limitations of the study are that respondents' bias cannot be judged and small sample size. The result of present study cannot be generalized to Pan India as it has covered only Kheda district and Vadodara district. The present paper is entirely emphasized on only cosmetic products. Similar study can also be undertaken for other youth centric consumer and durable products.

### 13. 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, celebrity marketing, brand loyalty programme. Besides this, cosmetic manufactures are required to understand thoroughly the buying behaviour before implementing any marketing strategy.

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