CONSUMER’S BRAND LOYALTY TOWARDS BEAUTY AND PERSONAL CARE PRODUCTS IN RAJKOT CITY

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ABSTRACT

There are number of research work has been done by many researchers in different areas for the many purposes. In the present time, Advertisement play very vital role for the promotion of the brands. Moreover in the personal care and cosmetic sector, most of the times people switching their brands only because of advertisement. It is very important for the company owner to know the significance of the brand loyalty in the mind of consumers. The main aim is achieved through primary method that is questionnaire method. 100 questionnaire are collected as a sample from population of Rajkot city. It means evaluate how brand loyalty affects to the consumers for the purchase of cosmetic products. Mainly five companies in the field of cosmetics are selected. That is Dove, Oriflame, Revlon, Lakme, and L’Oreal. Different tools and techniques are used for the evaluation of questionnaire. Like simple percentage analysis, weighted average method. In the changing world, presently in the cut throat competition, promotion of brands is very much necessary for survival as well as growth in the market. For brand loyalty, television is most effective media compare to all other media to reaching the every peoples home easily.

Keywords: Brand loyalty, Rajkot, Beauty & personal care product

INTRODUCTION

BRAND LOYALTY

“The degree to which a consumer consistently purchases the same brand within a product class”

COSMETICS PRODUCTS

Intended to be applied to the human body for cleansing, promoting, beautifying, attractiveness, or altering the appearance without affecting the body’s structure or functions.

WHY BRAND LOYALTY IS ESSENTIAL?

Brand loyalty in marketing, consists of a consumer’s devotion, bond, and commitment to a repurchase and continue to use a brand product or service over time, regardless of change with competition pricing or changes in the external environment. Brand loyalty reflects a customer’s commitment to remain in a relationship for a long period of time with a brand.

BENEFITS OF A LOYALTY

1. Stop competing on price with competitors.
2. Retain existing customers
3. Increase customer lifetime vale
4. Build personal relationships
5. Gives identity to the product
6. Makes it distinguishable from the other products.
7. Creates customer loyalty.
8. Creates and maintains organization goodwill.

LITERATURE REVIEW

Nair Vinith Kumar and Pillai Prakash R., (2007) in a titled “A study on pattern of cosmetics among consumers in kerla”. The study analyses the purchase pattern and spending style of people of belonging to different segment of cosmetic consumers in kerla.

Weinberg CV B., (1973) in his study pointed out that competing brands occupying the market shelves contribute to disloyalty. This is because of one’s personal experience and information gained through trying these brands.

Ronald, F. and Harper, B. (1965) conducted a comparative study and indicated that social-economic variables could not be differentiated between private and manufactured brand loyal consumers

STATEMENT OF THE PROBLEM

The Researcher has chooses to analyses the women’s preference and loyalty about usage of cosmetic product in Rajkot city. Researcher also interested in this field, the problem has been selected after considering the affected like: the availability of time, cost, information, tools and technique for data analysis and other related factor sometimes respondents don’t give a personal details about her and his cosmetic also so in that situation problem arise in the research report.

OBJECTIVE OF THE STUDY

No work is started without any objective. The present work has also some objective. The present research work has been under taken keeping in view the following objective:

1. To understand the concept of brand loyalty.
2. To study the brand loyalty among youth for cosmetic products
3. To study the consumer behavior for cosmetic products

POPULATION OF THE STUDY

The researcher among youth in Rajkot city

SAMPLE OF THE STUDY

Keeping in view the problem and scope of the study, convenience sampling method of choosing skincare cosmetic buyers was adopted to select the respondents in the Rajkot to distributed 100 questioners represent an overall picture of the Rajkot.

SOURCE OF THE DATA

Since the study is analytical and nature, it is based primary data. The primary data were collected by the researcher through a well designed, structured and questionnaire developed by the researcher in view of the theoretical literature and existing research findings as also the objectives of the research study.

PERIOD OF THE STUDY

The present study is made for a period of 2016 to 2017

TOOLS & TECHNIQUES USED FOR THE STUDY

The collected data was analyzed by qualitative and quantitative techniques. The primary data collected from the consumer was analyses by using the percentage analysis for knowing the consumers preference and loyalty for selected brand in Rajkot city.
FUNCTIONAL SCOPE OF THE STUDY
The study is restricted to the analysis of only the brand loyalty aspect in the area of brand management which again the researcher has decided to focus only on the skincare cosmetic buyers of the city.

SIGNIFICANCE OF THE STUDY
The findings enable cosmetic manufacturers to concentrate on major brand loyalty building factors and to understand the buying behavior. This study also suggests them for formulating a sound marketing strategy to promote cosmetic brands.

LIMITATION OF THE STUDY
1. The research work covers Rajkot only.
2. The time constraint has been a major limitation of the study.
3. The present study is limited to only 100 respondents of Rajkot city. Although care has been taken in sample selection the respondent in the present study may not be representation of the actual population.
4. Some of respondents may not have responded honestly to some questions.
5. A more robust analysis is needed to search a strong conclusion.
6. Some respondents may not have able to express their views accurately to the close ended questions.

FUTURE SCOPE OF THE STUDY
1. There is vast scope for the further research as this are needs a lot work.
2. The result of present study cannot be generalized to Gujarat state or other city it has covered only Rajkot city/district.
3. The present paper is entirely emphasized on only cosmetic products. Similar study can also undertake for other youth centric consumer and durable product.
4. The same research can be enriched by using the extended parametric tests or statistical tools.
5. This study is based on the limited sample size only. So the same may be extended by taken more cities or various states.

SUGGESTIONS
After completion of all work of this study researcher has been given some suggestions for the marketers and producer of the product which are as under:
1. The major factors influencing purchase decision is quality and safety for cosmetic product.
2. Brand image as the second most important factor affecting in product decision so more focus should be given to reputed in brand image of the product.
3. Marketer must put more focus on satisfaction level of the product, factors of advertisement, brand image, and brand name of product.

CONCLUSIONS
A customer prefers a particular brand based on what benefits and safety that can offer to her. Because of such customer’s preferences, the brand can charge a higher price sand command more loyalty.

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