

DETERMINANTS OF BRAND LOYALTY AMONG SKIN CARE COSMETIC USERS IN CHENNAI CITY

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Abstract

People focus more on aesthetics and lifestyle in the current society. Since consumers are spending more money on cosmetics, marketers feel compelled to pay extra attention to this industry. In addition, there is fierce rivalry in this industry to satisfy customer desire. The study's goal is to investigate the factors that influence brand loyalty among consumers of cosmetics in Chennai, an Indian metropolis. Brand loyalty, customer happiness, brand experience, perceived quality, pricing, brand awareness, brand credibility, and brand reputation are the components taken into consideration in this study. 688 respondents completed a structured survey on a Likert scale with a maximum of five points. Correlation analysis and correspondence analysis were used to analyse the survey-collected data. According to the findings, there is a correlation between the brand loyalty research components and the effect of educational background and favourite store type on brand loyalty levels.

Keywords: Skin care users, brand loyalty, correspondence analysis, correlation.

INTRODUCTION

To stay competitive and leave a lasting impression on consumers' minds, marketers must overcome significant obstacles. They must create a strong link between the customer and the brand in order to boost the brand. Additionally, marketers have a duty to ensure that customers do not misinterpret their brand due to brand traffic. This compels them to produce propaganda with a high moral code that holds the consumer's attention for a considerable amount of time. This might be simply accomplished when the customers are brand loyal. It is well known that consumers who are devoted to a certain brand can only afford a stable market and a rising market share again for producers. The cosmetics industry is one of the fastest-growing segments in the world economy because people nowadays place a great value on appearance. Cosmetics aid in enhancing beauty, keeping the body healthy, caring for the look, and shielding people from negative consequences. The consumption of skin care cosmetics increased in India due to shifting lifestyles, unpredictable weather patterns, and a growing aesthetic consciousness. Therefore, in order to compete effectively, marketers must both please their customers and understand what motivates brand loyalty. The researcher has thus made an effort to investigate the elements influencing brand loyalty.

Brand loyalty is usually accepted to include two elements, an attitudinal element and a behavioural element (Dick and Basu, 1994). Oliver (1999) defined brand loyalty as "a firmly held desire to re-purchase or re-patronize a preferred product / service regularly in the long run, thereby causing repetitive same brand or same set buying, even after situational influences and sales promotion having the power to change things." According to Cunningham, 1956; Farley, 1964, Harry & Lipstein, 1962; McConnell, 1968, "loyalty is the percentage of

total sales, the volume or pattern of buying, or the likelihood of items purchased.” Brand loyalty is defined as the user's positive behaviour toward the brand.

The advantages of brand loyalty include the "capacity to defend against marketing initiatives of competitors," "positive word of mouth about the company and its products by the loyal customer," "lower customer interaction resulting in reduced customer acquisition costs," as well as "more purchase intent over time and at a huge premium." (Reichheld et al., 2000).

LITERATURE REVIEW

Jawahar and Tamizhjothi (2013) investigated how attitudes affected people's purchasing decisions for cosmetics. 100 female consumers from Bangalore City provided the data. It was discovered that attitudes toward cosmetic items are positively influenced by employment, age, and marital status, but not by wealth. The results reveal that middle aged participants have good attitude towards cosmetics than other groups. This study showed that it is possible to integrate more characteristics in addition to those already considered, which would improve public understanding of cosmetic goods.

Pradhan and Misra (2015) compared the effects of customer loyalty in urban and rural marketplaces on demographic factors as education, age, and occupation. The study determined the factors that influence brand loyalty and brand changing behaviour in individuals. Using the Chi-square test and correlation, 200 respondents from Bangalore, Karnataka, were selected as a sample and analysed. The study found that demographic factors like age and education have a big impact on brands, but that factors like gender and employment had little bearing on customer brand loyalty in urban and rural locations.

Mostafa and Kasamani (2021) examine how brand experience affects customer loyalty and how emotional brand attachment characteristics, particularly brand passion, self-brand attachment, and brand affection, operate as a mediator. A sample of 278 smartphone owners in Lebanon was used for the study. According to the research, experiential companies foster long-lasting customer loyalty by fostering brand excitement, self-brand affinity, and brand devotion.

Akoglu and Ozbek, (2021) used the brand resonance technique to investigate the relationship among brand experience and brand loyalty in terms of perceived quality and brand trust. The findings demonstrate the importance of quality and trust in fostering client loyalty for sports-related businesses. Perceived quality, brand trust, and brand loyalty are positively impacted directly by brand experience. The link among customers' brand experiences and brand loyalty has been shown to be managed by perceived quality and brand trust, which serve as a key middleman.

Safeer et al., (2021) explored how brand experience factors (such as repurchase intention, word-of-mouth, and readiness to pay extra) affect customer loyalty and how perceived brand integrity mediates this relationship in the context of going global. Results demonstrate that brand experience characteristics affected perceived brand integrity favourably.

RESEARCH PROBLEM

According to the increase in personal care items, particularly skin care cosmetics, it is one of India's rapidly expanding industries. This has prompted the urgent necessity to research the variables that could encourage and affect Indian customers' brand loyalty. So, in order to shed more light on the variables impacting brand loyalty, this study was done.

RESEARCH QUESTIONS

- What is the relationship between brand loyalty and its influencing factors?
- How does the educational qualification influence brand loyalty level?
- How does the brand loyalty level depend on type of shop preferred?

OBJECTIVES OF THE STUDY

- To analyse the relationship of influencing factors on brand loyalty.
- To find out the influence of educational qualification on brand loyalty levels.
- To find out the influence of type of shop preferred on brand loyalty levels.

RESEARCH METHODOLOGY

In Chennai city, 688 individuals who use skin care cosmetics participated in this survey. For the purpose of gathering primary data, a structured questionnaire with a five-point Likert scale was created and pre-tested for validity and reliability. With care given to determine the respondents who bought skin care products from the shops, the participants were selected from supermarkets, convenience stores, malls, and specialty stores using the quota sampling approach. Correlation and correspondence analyses were performed on the data that had been gathered.

RESULTS AND FINDINGS

Correlation Relationship between Factors Influencing Skin Care Cosmetics and Brand Loyalty

Correlation to find out the relative influence of the study constructs towards brand loyalty. It identified whether the relationship is positive or negative towards brand loyalty. The finding of correlation analysis is presented as follows:

From table 1, it was found that brand loyalty is positively correlated with brand reputation, brand experience, perceived quality, price, brand credibility, brand awareness and customer satisfaction. The correlation coefficient between brand reputation and brand loyalty is 0.486 which indicates 49 percentage correlation between brand reputation and brand loyalty and the correlation coefficient between perceived quality and brand loyalty is 0.559 that indicates 56 percentage correlation between perceived quality and brand loyalty and are positive and significant at 1% level. The coefficient between price and brand loyalty is 0.130 which specifies 13 %, and the coefficient between brand credibility and brand loyalty is 0.277 which indicates 28 % correlation between brand credibility and brand loyalty. The correlation between brand awareness and brand loyalty is 0.204 i.e., 20 %, the coefficient between the factor brand experience and brand loyalty is 0.233 i.e., 23 % and the correlation coefficient between customer satisfaction and brand loyalty is 0.291 which indicates 29 % correlation between customer satisfaction and brand loyalty. Hence, there exists a positive degree of correlation between brand loyalty and the factors brand reputation, perceived quality, brand credibility, brand awareness, brand experience and customer satisfaction factors and is found to be significant at 1 percent level. It was also found that the correlation between price and brand loyalty is positive and significant at 5% level.

Table 1: Correlation analysis on the relationship among influencing factors and brand loyalty

Influencing Factors	Correlation coefficient value (r value)
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Brand Reputation	0.486**
Perceived Quality	0.559**
Price	0.130*
Brand Credibility	0.277**
Brand Awareness	0.204**
Brand Experience	0.233**
Customer Satisfaction	0.291**

Source: primary data (Note: *Significant at 0.05 level, **significant at 0.01 level)

Correspondence between Educational Qualification and Brand Loyalty Levels

The educational qualification of respondents such as school level, diploma / under graduates, post graduates and others are classified into high loyalty, moderate loyalty and low loyalty groups based on brand loyalty.

H₀: There is no significant correspondence between educational qualification and loyalty levels.

Table 2 Correspondence analysis between educational qualification and loyalty level

Educational Qualification	Loyalty level			
	High Loyalty	Moderate Loyalty	Low Loyalty	Active Margin
School level	59	66	57	182
Diploma / Under graduates	35	48	26	109
Post graduate	131	116	100	347
Others	9	39	2	50
Active Margin	234	269	185	688

Source: primary data

Table 3. Chi Square test

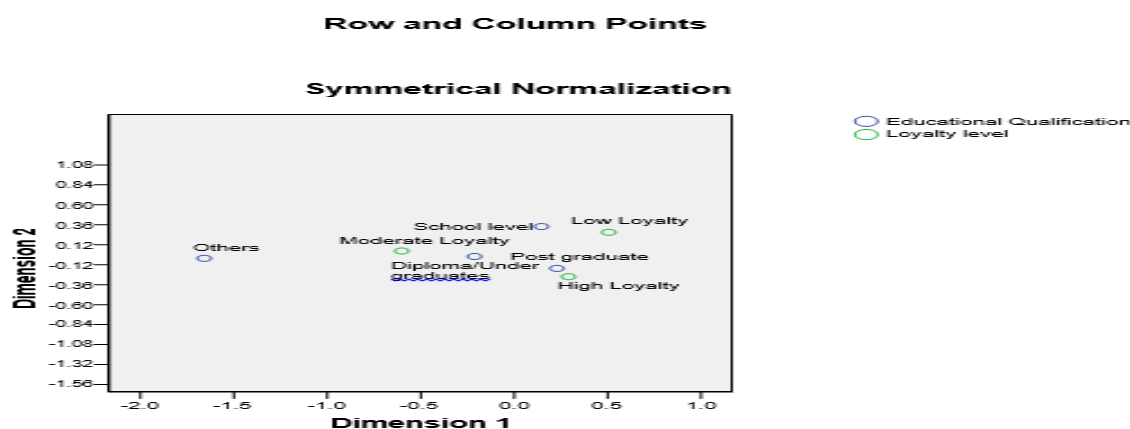
Items	Value
Chi Square value	40.631
Degrees of freedom	6
P value	0.001**

Source: primary data (Note: **significant at 0.01 level)

This analysis indicates that good correspondence is established between educational qualification of respondents and their loyalty level. From table 3, the chi-square value is 40.631 and is significant at 1 % level. Therefore, the H_0 is rejected at 1 percent level of significance and it was found that educational qualification has correspondence with brand loyalty levels among skincare cosmetics users.

The figure 1 provides the visualization of correspondence between brand loyalty level and educational qualification. It was found that the post graduates are highly loyal, the under graduates and diploma holders are moderately loyal and the school level educated show low loyalty towards the skincare products. So, it revealed that educational qualification contributes significantly in determining their loyalty.

Fig. 1 Correspondence between educational qualification and brand loyalty level



Correspondence between types of shop preferred and brand loyalty levels

Various types of shops preferred by the respondents such as super markets, convenience stores, shopping malls and specialty stores are classified into high loyalty, moderate loyalty and low loyalty groups based on brand loyalty.

H_0 : There is no significant correspondence between type of shop preferred and loyalty levels.

The analysis shows that correspondence is found between the type of shop preferred by the respondents and brand loyalty level. From the table 5, as the chi-square value is 11.837 and is significant at 5 % level, the H_0 is rejected at 5 % significance level and it was found that type of shop preferred has a significant correspondence with different levels of brand loyalty among skincare cosmetics users.

Fig. 2 Correspondence between types of shop preferred and brand loyalty level

The figure 2 provides a visualization of the correspondence between types of shop preferred and brand loyalty level. It makes clear that those who preferred supermarkets for buying skincare cosmetics are highly loyal, the respondents who preferred specialty stores & shopping malls show low loyalty and the respondents who preferred convenience stores are moderately loyal to their skincare cosmetic brand.

Table 4 Correspondence analysis showing type of shop preferred and loyalty level

Type of Shop Preferred	Loyalty level			
	High Loyalty	Moderate Loyalty	Low Loyalty	Active Margin

Supermarkets	96	106	51	253
Shopping Malls & Specialty store	90	97	91	278
Convenience store	48	66	43	157
Active Margin	234	269	185	688

Source: primary data

Table 5 Chi Square test

Items	Value
Chi Square value	11.837
Degrees of freedom	4
P value	0.019*

Source: primary data (Note: *Significant at 0.05 level)

Row and Column Points

Symmetrical Normalization



6. CONCLUSION

The goal of the study was just to ascertain the relationship between various factors and brand loyalty among residents of Chennai who have used skin care products. Customer satisfaction, brand experience, brand awareness, price, and brand credibility are all positively connected with brand loyalty. However, there is a stronger correlation between brand loyalty and the factors perceived quality and brand repute. The participants' educational background has a significant impact on their level of loyalty. The more educated people may understand the value of brand and quality factors while buying cosmetics. When customers browse for cosmetics at specialised stores and malls, they consider other brands and may start switching to other brands. Therefore, marketers must concentrate on product features in order to provide the best brand experience, increase consumer satisfaction, and foster strong brand loyalty. Future studies should concentrate on other ideas

like brand image, brand name, etc. and broaden their geographic coverage to incorporate more of India.

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