

## **“A study of Brand Loyalty for Cosmetic Products among Indian People”**

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### **Abstract:-**

Obviously, in present scenario, I think the Indian people is technology and dominates and wants to be referred to as the farm icon. In fact, their requests are now hidden about the availability of many cosmetic products at the moment. The presence of cosmetic industry has redefined the craze from top to bottom and rejuvenates still living budding times with the innovation of the innovation of anti aging creams and colorant solutions. Building a strong brand loyalty is considered a challenging task for a successful businessman who is caught in successful decorative activity due to this being fully recognized to cosmetic industry and of good domestic and global status brands. This learning seeks to come out of a remarkable ornamental staff, which is acclaimed to the Indian people irrespective of any motive and, for record study, has gone out by percentage. The findings point out that such brand loyalty has no major relationship with gender and occupancy of users of cosmetic products. Similarly, twelve-monthly spending on cosmetic products and Indians occupancy are statistically differentiated variables. Further the result suggests that the excellent value of the cosmetic brands was warmly taken by the best part of the respondents after satisfying the requests and classifying the brand name.

**Keywords:** Brand loyalty, Brand Name, Cosmetic Products, Brand Trust.

### **1. Introduction**

It is good held that branding give the process of name new natural baby. Let's contemplate this in the environment of business, before any creation is primarily launched into a market, it is to be named or in a large amount of the bags denote or sign is to be cast-iron accordingly that it container simply be differentiated from the competitor's products. categorize simplifies customers firm footing decisions and makes them assured about their purchases. "A identifying mark is a brand, symbol, draw up plans or sign that enhances the assess of result beyond its functional purpose". (Farquhar, 1989) an extra feature which is carefully allied to brand is edifice a categorize allegiance for a invention which requires sensible planning, dissimilar skills and investment. construction a merchandise famous in promote and being paid it registered in customer's opinion is not over night journey. It takes a time for a brand to be accepted surrounded by known set of customers and It has been establish in for the most part of surveys that chief disclose of consumer products is consisted of cosmetic or beauty products, no definite particularized is deprived of consuming such manufactured goods.

### **1.1 Cosmetic Products**

In the main cosmetic products are referred as charge substances which be able to be completed of chemicals compounds or physical substances to enhance growth and odor of being body. these cosmetic products beautiful human appearance; In the present day cosmetic products are in big demand for the reason that of self consciousness & self personality aspects which are compactly associated with human being life. As for each the India food and Drug Administration, mascara as "intended to be functional to the being deceased for cleansing, beautifying, promoting attractiveness, or shifting the outer shell without moving the body's composition or functions.". near are principal beauty companies which are globally effectively reputable such as The L'Oreal Group, , Unilever, and Emami Ltd. cosmetic products obtain efficient Indian the upper classes and in the end Indian customers chiefly children and median mature relatives who own immediately on track adopting various cosmetic brands, L'Oreal, Pond's, fair & Lovely, Garniar, Fair & Handsome.

### **1.2 Brand Loyalty**

Brand loyalty indicates first choice to one brand by consumer over other brands. trademark steadfastness is clear as charge preferable to a specialized creation or army (BNET firm Dictionary). purchaser will thickly linked with a detail mark and fewer chancing of switching over to other brands. "The biased, behavioral response, spoken over time, by a quantity of decision-making unit, with have a high opinion of to one or additional substitute brands out of a unbending of such brands, and is a occasion of psychological processes"(Jacoby and Chestnut 1978, p.80). kind devotion consists of consumer's stanchness to repurchase or prolong to via the unchanged stamp and the degree of the faithfulness of customers to a point brand, spoken through their do again purchases.

### **1.3 Celebrity Marketing**

Celebrity marketing is a scheme to make the marketing of your brand more effective. This eminent self-power may be an actor, musician, athlete, ex-politician or a cartoon character. They can decide even if they are not international celebrities; They just call for example to be informal for the item meet, Lorel for Aishwarya Rai and Sonam Kapoor, Yami Gautam for Fair & Lovely, Fair & Handsome Shah Rukh Khan for Men and Cream for Men, Garnier Pelt Color John for Men, Garnier Appearance for Men, Abraham and Sushant Singh Rajput for Cream, Varun Dhawan for Pond and Kiyara Advani for Ponds White Beauty. A celebrity's participation is able to access implicit support of a product from an open .Regarding celebrity marketing campaigns to explain how Star uses the invention in person and enjoys it.

Others clearly mean big shots in the brand's image, relying on the celebrity's reputation from their direct endorsement to advertise a product. The film has been outdated in every part of the star marketing medium. A mix of forms of print, television, radio, film and new media has taken over every part of outlets useful for stardom authorized products.

#### **1.4 Loyalty Curriculum**

To earn a troupe of loyal and good consumers, marketing specialty of a party undertakes innumerable fidelity Curriculum. In marketing generally, loyalty Curriculum includes present loyalty card, rewards card, points card, lead card, club certificate that identifies the license controller as a associate in a loyal agenda & makes replicate purchases and on presentation of such extraordinary cards, consumer are allowed to assert gifts, discounts or check and free services, free section etc.

#### **1.5 Brand Name**

Famous identity names bottle broadcast results in front of a better call back of advertised benefits than repayment and non-well-known identity names (Keller, 2003). As an alternative to many unfamiliar trade name names, customers are impressed and attracted to acquiring the well-known marker and it is reliable for repurchase behavior. For example, VIPs like L'Oreal, Fair & lovely Ponds White Beauty, Fair & hands, Garnier etc. are the life of an image or an extension of one's self identity and an economical and time consuming process. The consumer should be apt to experience the outcome largely from the point of view, purchasing characteristics and satisfaction with the marker brand as a whole and qualified by the mistake of the outcome (Kohli & Thakor, 1997).

#### **1.6 Price**

It is a strategic feature that affects trade behavior as charge matters a share for the standard consumer. value now and then compels a consumer to key over to other brands as it is out of his/her pocket. regulars with sky-scraping stamp fidelity are eager to reimburse a premium rate for their favored brand. Subsequently their obtain plan is not by a long way artificial by price. (customers get a brilliant belief in the worth and cost of their favorite brands accordingly a large amount consequently they would link and evaluate prices with unorthodox brands (Keller, 2003).

#### **1.7 Product Quality**

The common dub indicates the need to keep the gift as required in the property. The artifact class is categorized as "fitness for use" or "consistent with need" (Russell & Taylor, 2006). It is seen that better coverage of the result depends on its superiority as a patron tin change with

auction quality. In the rejection of the manufacture the consumer may care less to lessen the production effect and control other brands. The superior feature of the cosmetic product is no difficulty in practicing an outcome (for direct application), flickering of an eye and possible result, no allergic reaction, laboratory testing, momentary dry and removal, breathlessness, waterproofing, dilated Staying time, light strength and therefore.

## **2. Review of Literature**

The assessment of interrelated literacy has helped the researcher in plotting the intact section to discover and formulate construction objectives. The researcher has gone into a deep disappearance that correlates the articles of books available to every person and locates the papers.

Elif A. Ergin et al (2005), approved an inquiry into the learning of making seminal, reliance on the value of skin care goods among Turkish women and makeup players to infiltrate the Turkish market and the nature marketing strategies. The results showed that appearance is a product that surrounded Turkish women for beauty products.

Sondoh Jr., Stephen L et al (2007), investigated the imprint of name image payback on satisfaction and loyalty targets for a flush esthetic product. Domino effect bare which create image reimbursement viz. Functional, social, experiential and arrival are positively interrelated to complete satisfaction and the purpose of continuity is greatly influenced by functional and facade enhancement.

Hamza Salim Khairim (2011) analyzed how devotion factors towards aesthetic brands affect consumer import behavior. A closer look at this conclusion shows that trust is on hand and the key link between the factors of mark constancy i.e. name of trade name, quality of goods manufactured, price, design, promotion, overhaul feature and stock up environment with Shadows make loyalty.

Yousaf, Usman et al (2012) tried to recognize the imprint constancy and declared that kind credibility, marker awareness, product association, perceived superiority and invention realization are significant to create trademark loyalty. end result of this examine indicated that in attendance is a assured family member between marker credibility, mark awareness, trade name association, perceived quality, outcome intelligence (independent variables) and marker allegiance (dependent variables). It has as well been concluded that identification awareness has the maximum crash on trademark devotion and L'Oreal regulars are additional than other brands.

Anjali Sharma et al. (2013), ended an try to explore the bang of style steadfastness on consumer export behaviour for beauty goods and aspects tangled at the same time as purchasing aesthetic products. adult years of respondents opined that class is the nearly

everyone key issue at the time of purchasing of the beauty foodstuffs followed by categorize and price. However, diminutive crowd of women texture packaging is the crucial dynamic for surety making. Researchers concluded that these factors are by and large accountable for switching to other brands and acquaintances are the nearly all compelling allusion group.

K.G.Sankaranarayanan & Nandakumar Mekoth (2014), create large variance between the custom and opinion of the clusters. This investigation resulted into the formation of three clusters viz. middle self-directed, minder other-directed & irregular nonbelievers with unreliable characteristics. In addition, trademark inclination for remains spray was create to fluctuate by cluster and make first choice for side wash, sliver cream and surface cream was not to be trusted by cluster. Surprisingly, gloomy other directed were reported to be the buck spenders although intermittent non believers were the uppermost spenders.

### **3. Statement of Research Problem**

The rich superficial duty is required for a salesperson to identify the trend of flow of Indian superficial brands in a young company. According to each latest assessment by RNCOS, ornamental labor is definitely burdened in a good way and caused by pressure on Western platforms, cultures, aggressive marketing of the decorative brand, perceived beauty and personality on the boom stage. There is a possibility of Indian beauty sales listing a compound once a year during the year 2011-15 with an increase of about 17% during the year. It is estimated that male cosmetic brands constitute 1 / 3rd of the full beauty market in India and it climbs to the presence of elite men's decorative brands in India. In addition, it has been predicted that cultivation on CAGR is possible in such segment by as much as 18% (RNCOS report). Therefore, in order to present other insights on cast reliability for cosmetics, the researcher has faithfully eliminated a crack at the end of the exam **“A study of Brand Loyalty for Cosmetic Products among Indian People”**.

### **4. Objectives of Study**

- To study the Brand Loyalty among Indian people for Cosmetic product.
- To study the Customers perception towards factors dependable for Building Brand loyalty.
- To be on familiar terms with the portion of male and female in Cosmetic market
- To analyze the consumer behaviour for cosmetic product.

### **5. Research Methodology**

In order to realize the aforementioned research objective, following research methodology was adopted by the researcher.

## **5.1 Data Collection**

A structured questionnaire was a passion for records relevant to understanding older research. The researcher tested it by experts and did the pilot test. A pilot investigation was carried out to understand the authenticity of the questionnaire. The beginning of this questionnaire deals with the demographic information of the respondent, but the second branch relates to second-hand consumer behavior, factors identifying identity consistency, and type and brand of ornamental crops.

## **5.2 Sampling**

Every class, every age and every gender has been included in this research. Researchers placed 54 questions in front of people of every section of Ujjain District and Indore region .Although 50 of these questions have received full support by the people, the same 50 questions were adopted by the researcher using his convenient sampling method.

## **6 . Demographic profile**

**Table 6.1 Age ,Gender and Domicile wise distribution**

Age	Frequency	Gender	Frequency	Domicile	Frequency
<b>18-25</b>	13	<b>Male</b>	19	<b>Urban</b>	36
<b>26-35</b>	16	<b>Female</b>	31	<b>Rural</b>	14
<b>36-45</b>	10				
<b>45-50</b>	7				
<b>Above 50 age</b>	4				
<b>Total</b>	<b>50</b>	<b>Total</b>	<b>50</b>	<b>Total</b>	<b>50</b>

**Table 6.2 Marital status, Education, and Occupation wise distribution**

Marital status	Frequency	Education	Frequency	Occupation	Frequency
<b>Married</b>	22	<b>10 th</b>	7	<b>Student</b>	15
<b>Unmarried</b>	25	<b>12 th</b>	11	<b>Services</b>	12
<b>Others</b>	3	<b>UG</b>	16	<b>House wife</b>	19
		<b>Graduate</b>	8	<b>Business</b>	4
		<b>PG</b>	8		
<b>Total</b>	<b>50</b>	<b>Total</b>	<b>50</b>	<b>Total</b>	<b>50</b>

## **7. Data Analysis and Interpretation.**

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

<b>Types of Shops</b>	<b>Frequency</b>	<b>Percent</b>
Nearby Shop	17	34
Shopping Mall	16	32
Cosmetic Products Shop	17	34
<b>Total</b>	<b>50</b>	<b>100</b>

The table 7.1 show Nearby shop and cosmetic shop show 34% where shopping mall respond 32%

**Table 7.2 Brand Preference for cosmetic products**

<b>Types of Brand</b>	<b>Frequency</b>	<b>Percent</b>
Domestic	35	30
Foreign	15	70
<b>Total</b>	<b>50</b>	<b>100</b>

Table 7.2 show that 70% of Ujjain and Indore consumer prefer foreign brands over domestic ones.

**Table 7.3 Brand Wise Classification of respondents (Female)**

<b>Brands</b>	<b>Product Category Skincare Cream</b>
Ponds	32
Fair & lovely	37
L'Oreal	18
Fair and Handsome	0
Garnier	13

The above Table 7.3 shows the majority of Female respondents is prefer skin care Cream to buy Fair & lovely 37%, ponds 32%, L'Oreal 18% and Garnier

**Table 7.4 Brand Wise Classification of respondents (Male)**

<b>Brands</b>	<b>Product Category Skincare Cream</b>
Ponds	10
Fair & Lovely	28
L'Oreal	7
Fair and Handsome	35
Garnier	20

The above table 7.4 shows the majority of male respondents prefer skincare cream to buy Fair & Handsome 35%, Fair & lovely man's 28%, Garniar man's is 20% ,Ponds and L'Oreal is 10% and 7% .

**Table 7.5 Brand Loyalty For Cosmetic Product**

<b>Variable</b>	<b>Frequency</b>	<b>Percent</b>
Brand Loyalty	40	80
No Brand Loyalty	10	20
<b>Total</b>	<b>50</b>	<b>100</b>

The above table 7.5 reveals that 80% of respondents consistently buy the some cosmetic brands and there is no brand loyalty among 20%of respondents for cosmetic brand.

## **8. Research Findings**

Data analysis of numbers suggests that some consumers are related to the range of different cosmetic brands and products available in the market. Most consumers, consumers' business behavior is influenced by parents followed by acquaintances. As the result well indicates that first-rate superiority shows an essential responsibility in business Brand and Brand loyalty, the manufacturer should explore the new accent on the class factor. In addition, this cram also shows that male respondents are Fair and Handsome 35%, Fair and Lovely 28%, Garnier 20% Ponds 10%, and L'Oreal 7%, which constitute 38% of the total of males. Among the female respondents, skin care cream Fair & Lovely 37%, Ponds 32%, L'Oreal 18% and Garnier 13%, among women 62% of the total. Loyalty of the same brand is 80% for cosmetic product

## **9. Recommendations**

The researcher based on the study of the research. To strengthen the loyalty of the brand, it is suggested to pay more attention to the quality of production. And it has also suggested that more attention needs to be paid to the quality of production of the producer, because no less quality brand will come to do creative advertising and celebrity advertising. For the male class, any beauty should be given a different emphasis on cosmetics because this class also uses cosmetic class. I holds an impressive place. These can be very influential in making a manufacturer hold more market in their market. To make this more effective, some brand loyalty programs should be done.



## **10. Limitation and Findings**

There are some limitations to this research, which is why they should be approved. The main limitation of the research is that the respondents have no idea of the respondents' past. And it is a small sample size. Therefore this research cannot compare the results of the present study with the whole of India. Because this research only covers Ujjain district and Indore region. Currently, this research focuses only on cosmetic products. And a similar study can be done for other categories of consumers.

## **11. Conclusion**

Currently, the main objective of the market is to establish a strong long-term relationship with the consumer. This objective is fulfilled only when all their efforts are directed towards their consumer which helps in strengthening their loyalty. This researcher has stated that only the best quality brand plays the main role over other brands. Brand Name, Price, Celebrity Marketing, Brand Loyalty Program. Also about purchasing any manufacturer before devising any good marketing strategy. It is very important to have complete knowledge.

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