



BRAND AWARENESS & BRAND LOYALTY OF CONSUMERS WITH REFERENCE TO PERSONAL CARE PRODUCTS

Meera

Research Scholar

Dept. of Commerce MDU Rohtak, India.

ABSTRACT

This study is conducted to assess the level of brand awareness of different consumers in NCR Cities of Haryana and to know how various brand attributes- price, quality, fragrance, image of brand and distinctiveness influence the brand loyalty of different consumers in case of hair care products. Haryana is the fastest developing state which represents a huge market for personal care products with increasing literacy rate and income of the consumers. The study is exclusively conducted to gather information about various brand features, consumers' loyalty and awareness level. Top five hair care brands on the basis of net sale of 2015 are taken for this research work. A sample of 100 respondents is taken using convenience sampling method. The results revealed that consumers are highly aware about their brand and more than half of consumers are loyal or committed to their preferred brand.

Introduction

Brand Loyalty is a form of repeat purchasing behavior reflecting a conscious decision to continue buying the same brand. Moreover, in order for brand loyalty to take place, customers must have a positive attitude towards a brand as well as being involved in repeated buying. In actual fact, a brand has been greatly advertised and been around for some time, it can generate an emotional bonding by either being integrated into the consumer's self-image or linked to past experiences. Brand awareness entails that recognition is communicated into a brand, which allows consumers to identify with the product, and thus providing companies with increased

competitive advantage (Aaker). Awareness can affect a consumer's buying decision through a sense of familiarity, whereas for high involvement products, brand awareness provides consumers with a sense of presence and assurance (Aaker). The top five personal care companies in India on the basis of net sale as on March, 2015-.Hindustan Unilever Ltd, Dabur India, Godrej Consumer, Marico and Colgate. HUL is the market leader in Indian consumer and brands produced by HUL in hair care products are Dove, Lux, sunsilk, Clinic plus and TResemme. Second market leader on the basis of net sale is Dabur India Ltd. the most trusted name and the world's largest Ayurvedic and Natural Health care company, the hair care brands produced by Dabur ltd. included Vatika, and Dabur Amla Hair oil.

Review of literature

Different studies have been conducted on various aspects of brand awareness and brand loyalty. Some of the studies are reviewed as under:-

Name of study	Name of Authors	Objectives	Findings & Conclusion
Impact of brand loyalty on buying behavior of women consumer for beauty care products	Anjali Sharma, Shruti Bholi, Shweta Malyan and Neha Patni (2013)	To study the factors affecting women buying behavior and brand loyalty	Women focused on quality, price and brand, when buy same brand because of price play a significant role in loyalty.
Influence of brand name on consumer choice and decision	Umer Shehzad, Salman Ahnad, Kashif Iqbal, Muhamad Nawaz and Saqib Usman (2014)	To study the effect of brand name on buying behavior and identifying emotion of consumers toward brand.	Consumers are brand conscious, positive relationship exist between brand and consumer beehaviour.
The effect on brand equity on consumers buying behavior in term of FMCG in Iran	Firoozeh Fouladivanda, Maryama Amini Pashandi, Alireza Hooman & Zahra (2013)	To study the impact of four components of brand equity on purchase.	Positive relationship found between brand equity and purchase. Dominant factor is brand loyalty among four brand equity factors.

The impact of brand awareness on consumer purchase intention	Dr. Hsin Kuang Chi, Dr. Huery Ren Yen, Ya Ting Yang (2009)	To study relationship among brand awareness, perceived quality, brand loyalty and purchase.	The marketer should focus on quality of product. There is positive relationship found between brand loyalty and awareness.
A study on the brand choice decisions of consumers with reference to cosmetics.	Dr. S. Yuvaraj (2014)	To study the factors affecting buying and satisfaction level of consumers	Most of consumers are loyal towards their specific brand only, people are highly affected by price, quality of brand.

Objective of the study

The objectives of the study are to assess the brand awareness of consumers and to study the influences of brand attributes on brand loyalty of different consumers.

Research Methodology

It is the way to solve a problem systematically. Here researcher adopted descriptive research to carry out the work as try to find out the awareness of consumers in case hair care brands or why they are loyal to a specific brand only. For this, a sample of 100 people is taken from four cities of Haryana. Primary data is collected using convenience sampling through questionnaire. The scope of study is confined to NCR Cities of Haryana which represent a huge market for personal care products with increasing literacy rate and people are spending more percent of income on personal care.

Analysis & Interpretation of Data

Table 1
Most preferred brand in Hair care products

Brand Name	Frequency	Male	Female	Percent (%)
Dove	38	12	26	38
Sun silk	13	9	4	13
Clinic plus	18	8	10	18
Vatika	10	4	6	10
Tresemme	12	8	4	12
Others	9	4	5	9

Table 1 reveals that respondents most favourite brand in haircare products is dove followed by clinic plus, sunsilk, tresseme and others .

Table 2

When particular brand is not available in market then its impact on respondents purchase decision

Opinions	Go for another brand	Search the same brand	Buy whatever easy available
Frequency	20	66	14
Percent	20	66	14

Above table shows the reason of buying a particular brand, these are 20 % respondents who go for another brand, 66% search the same brand and 14 % neither search nor go for another or buy whatever easily available.

Table 3
Consumers' perception about price when buying most preferred brand

Value	Frequency	Percent
Reasonable price	73	73
High price	27	27
Low price	00	00
Total	100	100

Above table depicts that 73% of respondents who perceived that price is reasonable and 27% perceived their preferred brand is highly priced.

Table 4
Buying a particular brand with the name

Brand loyalty	Always	Sometimes	Whichever is available
Frequency	72	18	10
Percent	72	18	10

There are 72 respondents those who are always asking for brand name while buying hair care brand followed by asking 18% are those who sometimes go for a particular brand and 10% are those who buy whichever is available in market.

Table 5
Satisfied with quality of their favorite brand

Response	Frequency	Percent
Yes	82	82
No	18	18
Total	100	100

Table 5 reveals about the satisfaction of the respondents with the quality of the brand. There are 82 percent respondents who are satisfied with the quality of the brand and 18 percent respondents are not satisfied with the quality of their specific brand.

Table 6
Brand loyalty towards Promotional Schemes attached with brand

Schemes	No. of respondents	Percent (%)
Free gift	12	12
Coupons	4	4
Extra quantity	56	56
Discounts	28	28

The above table describes that 12% respondents are loyal with free gifts, 4% with coupons, 56% get attracted with extra quantity and 28% consumers are loyal with discounts.

Table 7

Brand attributes which affect Customers loyalty

Brand attributes	No. of respondents	Percent
Brand image	33	33
Quality	28	28
Price	25	25
Fragrances	10	10
Distinctiveness	4	4

The above table shows about various brand attributes which affect the loyalty of consumers, there are 33% consumers who are loyal because of brand image perceived by them, followed by quality, price, fragrance and distinctiveness.

Table 8

Overall Satisfaction with Brand Promises

Response	No. of respondents	Percent
Yes	64	64
No	36	36

The above table describes that 64% respondent are those, who are satisfied with brand promises and remaining 36% are not satisfied with brand promises.

Table 9

Source of awareness

Sources	No. of respondents	Percent
Family	4	4
Internet	2	2
Newspapers	5	5
TV.	70	70
Friends	19	19

The above table presents that 4% respondents usually information about hair care products by their family, 2% by the medium of internet, 5% respondents by newspapers, 70 % from T.V. and 19 % by their friends and other associated people.

Findings

From the analysis of data it is revealed that female consumers are more brand conscious than male consumers. Dove is the most preferred brand for both male and female consumers. Second most preferred brand for female is Clinic Plus and Sunsilk brand is more liked by male. Females are more brand loyal than male consumers. Age of respondents are classified into three groups- below thirty (45), from thirty to fifty (30) and above fifty (25) respondents. A total of 100 respondents- 45 males and 55 females are taken. Age of respondents both males and females are classified into three group- below 30 year – 45 respondents (20 males and 25 females), from 31 to 50 years- 30 respondents (18 males and 12 females), above fifty- 25 respondents (7 males and 18 females). Female consumers who belong to the age group of below thirty are more loyal, aware and they are quality conscious too but male consumers considered brand name while buying hair care products. Consumers who belong to age group of above fifty are less aware than others. Three levels of education qualification – school, graduate and post graduate are considered, data revealed that higher educated consumer are more loyal and aware about hair care products and most of consumers are influenced by advertisement while taking buying decision.

Conclusion

Findings of study unveiled that the most preferred brand by consumers in hair care products is Dove and second leading brand liked by consumers is Clinic Plus. More than half of the consumers are overall satisfied with promises done by their favourite brand. They are committed or loyal to a specific brand only. Brand image is the most dominant attribute which affect their brand loyalty. TV played a significant role in creating brand awareness among consumers. Consumers are fully aware about the brand because maximum consumers buy their hair care products with brand name. More than half of consumers are satisfied with the quality and they always search the same brand when their specific brand is not available.

References

- 1) Anjali Sharma, Shruti Bhola, Shweta Malyan and Neha Patni (2013) Impact of brand loyalty on buying behavior of women consumer for beauty care products, global journal of management and business studies, ISSN 2248 – 9878, vol 3, No.7,pp. 817-824.
- 2) Umer Shehzad, Salman Ahnad, Kashif Iqbal, Muhammad Nawaz and Saqib Usman(2014), Influence of brand name on consumer choice and decision, IOSR JBM, e-ISSN:2278-487, vol 16, issue 6.
- 3) Firoozeh Fouladivanda, Maryama Amini Pashandi, Alireza Hooman & Zahra (2013), The effect on brand equity on consumers buying behavior in term of FMCG in Iran, interdisciplinary journal of contemporary research in business, vol. 4, no.9.
- 4) Dr. Hsin Kuang Chi, Dr. Huery Ren Yen, Ya Ting Yang (2009), Impact of brand loyalty on buying behavior of women consumer for beauty care products, the journal of international management studies, vol. 4, no.1.
- 5) Dr. S. Yuvaraj (2014), A study on the brand choice decisions of consumers with reference to cosmetics, Indian journal of applied research, vol .4, issue 6, ISSN 2249-555x.
- 6) Awdhesh Kumar Singh and Satya Prakash Pandey (2005) Rural Marketing Indian Perspective, New Age International Publishers,New Delhi.
- 7) Bhuwan Lamba (2013) influence of brands on consumers buying behaviours, Abinav national monthly of research and management, vol. 2, issue 11, ISSN 2271-1166.