



## INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE AND MANAGEMENT

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.
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- Kumar S. (2006): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University.

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- Kelkar V. (2009): Towards a New Natural Gas Policy, Economic and Political Weekly, Viewed on 11 September 2009 <http://epw.in/epw/user/viewabstract.jsp>

**BRAND LOYALTY OF TOILETRY PRODUCTS - A CASE STUDY OF SIRSA DISTRICT****DR. MONICA BANSAL****ASST. PROFESSOR****DEPARTMENT OF MANAGEMENT STUDIES****J.C.D.M. COLLEGE OF ENGINEERING****SIRSA – 125 055****SHALLU MEHTA****ASST. PROFESSOR****J.C.D. INSTITUTE OF BUSINESS MANAGEMENT****SIRSA – 125 055****ABSTRACT**

*Brand loyalty is the ultimate goal a company sets for a branded product. In previous articles, the definition and importance of branded were discussed, as well as necessary steps needed to brand a product. This article focuses on brand loyalty, its importance to a company, and steps necessary to convert to and maintain brand loyalty. Brand loyalty is a consumer's preference to buy a particular brand in a product category. It occurs because consumers perceive that the brand offers the right product features, images, or level of quality at the right price. This perception becomes the foundation for a new buying habit. Basically, consumers initially will make a trial purchase of the brand and, after satisfaction, tend to form habits and continue purchasing the same brand because the product is safe and familiar. The main objective of this research paper is to find out the factors that plays a significant role in preference of brands of toiletry products by consumers. It is concluded that the major reason for brand switching is just to try a new brand in the market and this is because of we can say attractive advertisement through television.*

**KEY WORDS**

Brand Loyalty, Consumers, Brand Switching, Toiletry Products, Consumer Behaviour

**INTRODUCTION**

Behavioral scientists who favor the theory of instrumental conditioning believe that brand loyalty results from an initial product trial that is reinforced through satisfaction, leading to repeat purchase. Cognitive researchers, on the other hand, emphasize the role of mental processes in building brand loyalty. They believe that consumers engage in extensive problem – solving behavior involving brand and attribute comparisons, leading to a storing brand preference and repeat purchase behavior. Involvement theory suggests that frequent exposure to TV commercials that are rich in visuals cues and symbols and short in duration, buttressed by storing in store displays, creates a type of brand loyalty for low – involvement purchases. Marketers are not interested only in how brand loyalty develops but on when it develops.

**BRAND SWITCHING**

Brand switching is when a consumer or group of consumers switches their allegiance from one brand of a certain type of product to another. This brand switching may be temporary, (example: if Marlboro cigarettes are not available at the shop a consumer may buy Camel as their next preference) or it may be longer lasting, perhaps for example in the case of products that last longer or from which switching away is harder.

It is possible to research consumers in a marketplace to determine their attitude to brands and their likelihood to switch from a brand they are using at the moment, and in particular to which other brand they might switch. This allows the building of a picture of likely brand switching behavior. It may be that German Mercedes buyers will in the main consider switching to BMW cars but would not consider switching brands to a Volkswagen. Added twists might be that from BMW some consumers would switch to Volkswagen.

If consumer's propensity to switch is known the market can be modeled to indicate future market share. Such modeling could also indicate the relative positioning of the competing brands on some variable asked in the research. The simple example above for example positions BMW and Mercedes close together but BMW nearer to Volkswagen than Mercedes.

What brand switching research would show is if a particular competitor was most likely to steal customers away from any particular company and the company could then focus their creative attention on that particular threat to their business. A recent study using data from the Target Group Index (TGI) on consumer purchase habits reported that brands with larger market share have proportionately larger groups of loyalty buyers. Another study reported that, contrary to many marketers belief, brand loyalty is not declining significantly.

The slight decline that has been measured appears to be due to and increase by marketers in sales promotion (e.g., special price deals, coupons, sweepstakes, free samples) at the expense of advertising, and to greater consumer awareness of price, more comparative advertising, and more targeting toward specialty hitches, research brands. While sales promotion deals do increase market share they do not necessarily create brand loyalty, whether defined as commitment of habit.

One researcher reported that brand – loyalty consumers tend to increase their purchases of the brand when advertising is increased, but that this strategy has little impact on less loyal consumers. The same researchers advocate refining the measures of advertising effectiveness to distinguish between the campaign's ability to attract new customers and its ability to reinforce current buyers.

**EXPLORING CONSUMER BEHAVIOR**

Consumer behavior is an exciting and rewarding subject for marketers to explore. Consumers are often studied because certain decisions are significantly affected by their behavior or expected actions. For this reason, consumer behavior is said to be an applied discipline and has been studied from various angles all over the world. New data, theories, relationships and models have been received with such enthusiasm that, in fact, new field for scientific inquiry has developed. Studies, such as, consumer economics, rural sociology, social and mathematical

psychology, social anthropology and political science have been so churned and milled that consumer behavior has not emerged as a relatively well delineated scientific discipline.

Being an applied discipline, such applications can exist at two different levels of analysis, one of macro perspective, where knowledge of consumers is applied to aggregate level problems faced by large groups or by society as a whole, and second of micro perspective, which seeks application of this knowledge to problems faced by then individual firm or organization.

It is the macro perspective, which involves understanding consumers for the purpose of helping a firm or organization accomplish its objectives, there lies, one of the more engrossing concepts in the study of consumer behavior, that is, brand loyalty. It is a phenomenon which has been both fascinating and intriguing to the marketers; and for the manufacturers and marketers long proved, frequently purchased consumer non-durable products; this is too important a concept to ignore.

Here it is not the single sale but the repeated sales to an ever-expanding group of consumers that would significantly determine the course of the growth of such firms. Although some valuable studies have been done in the areas of brand loyalty but they are not adequate to provide full understanding of these concepts, as these researchers. Also there is a problem for the researchers whether to select individuals or a family as a unit for studying brand loyalty. Most of these studies have been based upon the panel data.

#### **TOILETRY PRODUCTS**

Personal care or toiletries is the industry which manufactures consumer products used for beautification and in personal hygiene. Subsectors of personal care include cosmetics and feminine hygiene. There is some small distinction between personal hygienic items and cosmetics, which are luxury goods solely used for beautification, but in practice such sundries are most often intermixed in retail store aisles.

#### **PRODUCTS INCLUDE**

Personal care includes products as diverse as chopstick, colognes, cotton swabs, deodorant, eye liner, facial tissue, hair clippers, lipstick, lotion, makeup, mouthwash, nail files, pomade, perfumes, personal lubricant, razors, shampoo, talcum powder, shaving cream, skin cream, toilet paper, cleansing pads and wipes, lip gloss, toothbrushes, and toothpaste, to give a few examples.

#### **CORPORATIONS**

A few examples of the major corporations in the personal care industry, illustrating the great diversity in the industry, include: Alberto-Culver, Beiersdorf, Colgate-Palmolive, Combe Incorporated, Global Gillette, Henkel, ITC Limited, Johnson & Johnson, L'Oreal, Lancôme, Maybelline, Procter & Gamble, Reckitt Benckiser, Remington Products, Unilever.

Other corporations, such as pharmacies (e.g. CVS/pharmacy, Walgreens) primarily retail in personal care rather than manufacturing personal care products themselves.

#### **REVIEW OF LITERATURE**

The central concern of brand building literature experienced a dramatic shift in the last decade. Branding and the role of brands, as traditionally understood, were subject to constant review and redefinition. A traditional definition of a brand was: "the name, associated with one or more items in the product line, which is used to identify the source of character of the item(s)" (Kotler 2000, p. 396). The American Marketing Association (AMA) definition of a brand is "a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors" (p. 404). Within this view, as Keller (2003a) says, "technically speaking, whenever a marketer creates a new name, logo, or symbol for a new product, he or she has created a brand" (p. 3). He recognizes, however, that brands today are much more than that. As can be seen, according to these definitions brands had a simple and clear function as identifiers. Before the shift in focus towards brands and the brand building process, brands were just another step in the whole process of marketing to sell products. "For a long time, the brand has been treated in an off-hand fashion as a part of the product" (Urde 1999, p. 119). Kotler (2000) mentions branding as "a major issue in product strategy" (p.404). As the brand was only part of the product, the communication strategy worked towards exposing the brand and creating brand image. Aaker and Joachimsthaler (2000) mention that within the traditional branding model the goal was to build brand image; a tactical element that drives short-term results. Kapferer (1997) mentioned that "the brand is a sign -therefore external- whose function is to disclose the hidden qualities of the product which are inaccessible to contact" (p. 28). The brand served to identify a product and to distinguish it from the competition. "The challenge today is to create a strong and distinctive image" (Kohli and Thakor 1997, p. 208).

Concerning the brand management process as related to the function of a brand as an identifier, Aaker and Joachimsthaler (2000) discuss the traditional branding model where a brand management team was responsible for creating and coordinating the brand's management program. In this situation, the brand manager was not high in the company's hierarchy; his focus was the short-term financial results of single brands and single products in single markets. The basic objective was the coordination with the manufacturing and sales departments in order to solve any problem concerning sales and market share. With this strategy the responsibility of the brand was solely the concern of the marketing department (Davis 2002). In general, most companies thought that focusing on the latest and greatest advertising campaign meant focusing on the brand (Davis and Dunn 2002). The model itself was tactical and reactive rather than strategic and visionary (Aaker and Joachimsthaler 2000). The brand was always referred to as a series of tactics and never like strategy (Davis and Dunn 2002). Aaker (2004a) renames brand architecture calling it instead brand portfolio strategy. He says that "the brand portfolio strategy specifies the structure of the brand portfolio and the scope, roles, and interrelationships of the portfolio brands" (p. 13). Therefore, this challenge could be renamed the brand portfolio strategy challenge. A corporate brand is defined primarily by organizational associations (Aaker 2004b), and thus can develop and leverage organizational characteristics, as well as product and service attributes (Aaker 2004a).

#### **OBJECTIVES OF THE STUDY**

The study aims at the following objectives:

- To find out the factors that play a significant role in preference of brands of toiletry products by consumers.
- To study the reason for brand loyalty on toiletry products
- To study about specific features which consumers would like to have been their most preferred brands of products.

**METHODOLOGY**

**SAMPLE SIZE**

The sample comprised of 130 respondents, which were personally interviewed. The basic unit recorded in the present study is the individual only.

**SAMPLING DESIGN**

The design is on the basis of convenience sampling. Different occupational categories such as Business Class, Service Class, Housewives and Students have taken. In addition Age and Sex have also been taken in to account.

**SAMPLING AREA**

District Sirsa (Haryana)

**PRODUCT CHOSEN**

The specific consumer used products selected for the study were Bathing Soap, Toothpaste and Shampoo. The reason being that they are most frequently used and have low cross elasticity of demand, and many brands exist for each product.

**DATA COLLECTION**

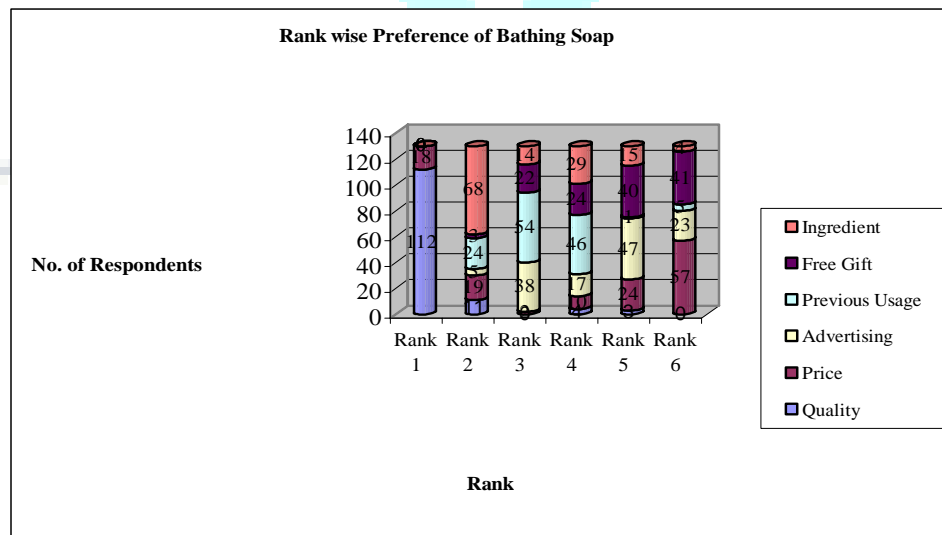
**PRIMARY DATA:** Maximum data collected in this study is primary data, which is collected through personal interview and survey of consumer through questionnaire. Consumers were personally visited and primary data has been collected in such a way that all the objectives if my study could cover primary data.

**SECONDARY DATA:** Secondary data has been collected from the various books and from the website on Internet.

**ANALYSIS**

**TABLE-1: RANK WISE PREFERENCE OF BATHING SOAP**

	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Total
Quality	112	11	0	4	3	0	130
Price	18	19	2	10	24	57	130
Advertising	0	5	38	17	47	23	130
Previous Usage	0	24	54	46	1	5	130
Free Gift	0	3	22	24	40	41	130
Ingredient	0	68	14	29	15	4	130
<b>Total</b>	<b>130</b>	<b>130</b>	<b>130</b>	<b>130</b>	<b>130</b>	<b>130</b>	



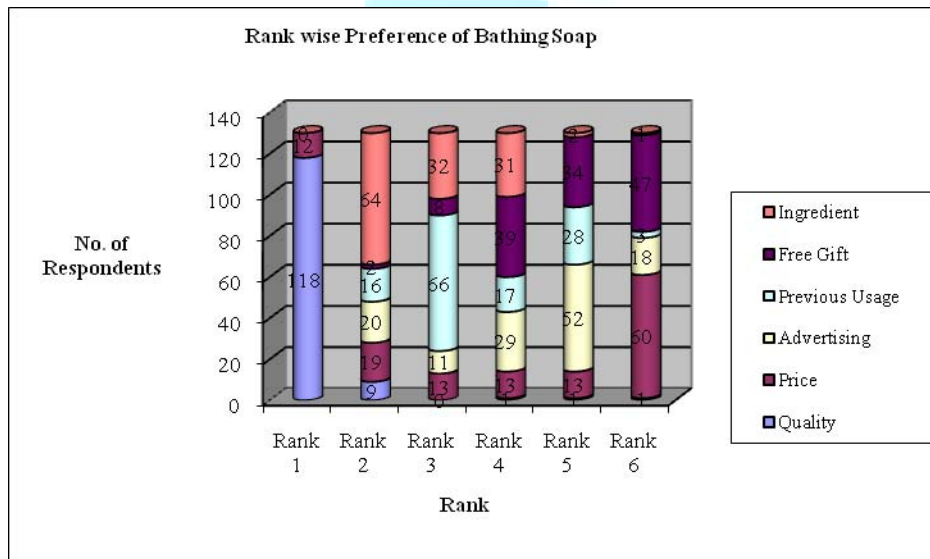
**Graph-1**



Table and Graph 1 shows that maximum respondents give first rank to quality (112) and price (18). Maximum second preference gives to ingredient (68), third rank gives to previous usage (54), fourth rank gives to again previous usage (46), fifth rank gives to advertising (47), and sixth rank gives to price (57).

TABLE-2: RANK WISE PREFERENCE OF TOOTHPASTE

	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Total
Quality	118	9	0	1	1	1	130
Price	12	19	13	13	13	60	130
Advertising	0	20	11	29	52	18	130
Previous Usage	0	16	66	17	28	3	130
Free Gift	0	2	8	39	34	47	130
Ingredient	0	64	32	31	2	1	130
<b>Total</b>	<b>130</b>	<b>130</b>	<b>130</b>	<b>130</b>	<b>130</b>	<b>130</b>	

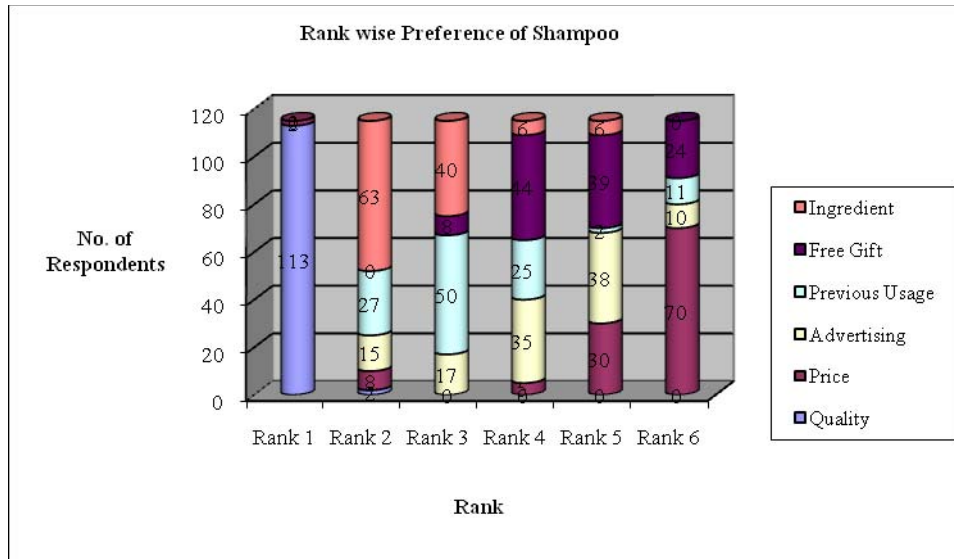


Graph-2

Table and Graph 2 shows that maximum respondents give first rank to quality (118) and price (12). Maximum second preference gives to ingredient (64), third rank gives to previous usage (66), fourth rank gives to free gift (39), fifth rank gives to advertising (52), and sixth rank gives to price (60).

TABLE-3: RANK WISE PREFERENCE OF SHAMPOO

	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Total
Quality	113	2	0	0	0	0	115
Price	2	8	0	5	30	70	115
Advertising	0	15	17	35	38	10	115
Previous Usage	0	27	50	25	2	11	115
Free Gift	0	0	8	44	39	24	115
Ingredient	0	63	40	6	6	0	115
<b>Total</b>	<b>115</b>	<b>115</b>	<b>115</b>	<b>115</b>	<b>115</b>	<b>115</b>	



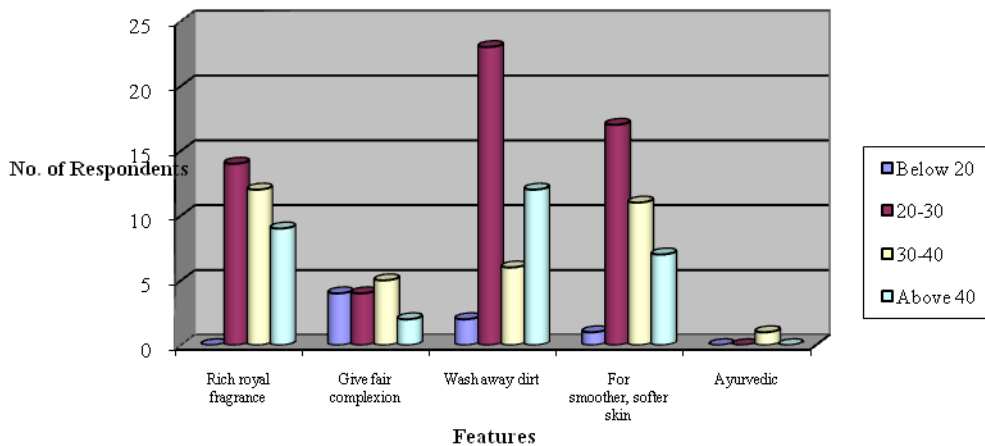
**Graph-3**

Table and Graph 3 shows that maximum respondents give first rank to quality (113) and price (2). Maximum second preference gives to ingredient (63), third rank gives to previous usage (50), fourth rank gives to free gift (44), fifth rank gives to again free gift (39), and sixth rank gives to price (70).

**TABLE-4: ASSOCIATION IN BATHING SOAP FEATURES & AGE GROUP**

	Below 20	20-30	30-40	Above 40	Total
Rich royal fragrance	0	14	12	9	35
Give fair complexion	4	4	5	2	15
Wash away dirt	2	23	6	12	43
For smoother, softer skin	1	17	11	7	36
Ayurvedic	0	0	1	0	1
<b>Total</b>	<b>7</b>	<b>58</b>	<b>35</b>	<b>30</b>	<b>130</b>

**Association in Bathing Soap features & Age Group**

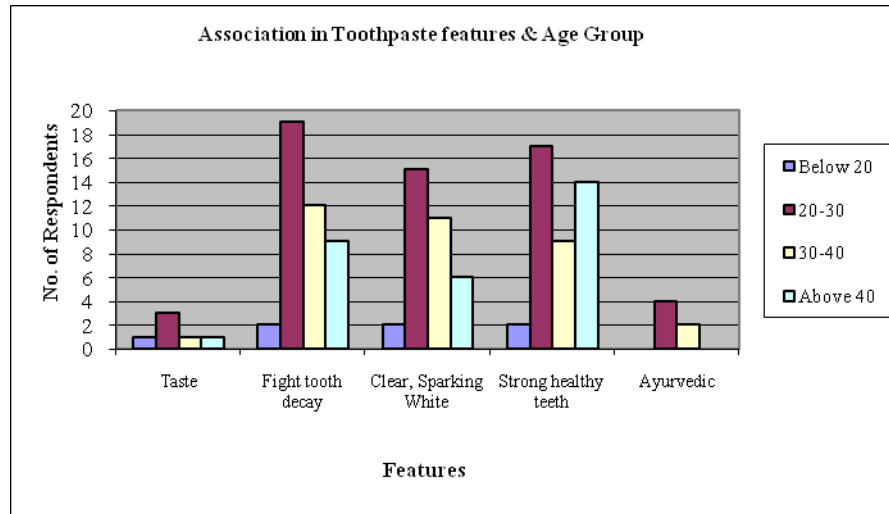


**Graph-4**

Table and Graph 4 shows that the age wise specific features of the brand of Bathing Soap, which are taken into consideration while preferring a particular brand by the respondents. In case bathing soap age group below 20, give fair complexion (4) is the most preferred reason. In age group 20-30 most preferred reasons is wash away dirt. In age group 30-40 rich royal fragrances is most preferred reason and in above 40 wash away dirt is the most preferred reason for the bathing soap.

**TABLE-5: ASSOCIATION IN TOOTHPASTE FEATURES & AGE GROUP**

	Below 20	20-30	30-40	Above 40	Total
Taste	1	3	1	1	6
Fight tooth decay	2	19	12	9	42
Clear, Sparking White	2	15	11	6	34
Strong healthy teeth	2	17	9	14	42
Ayurvedic	0	4	2	0	6
<b>Total</b>	<b>7</b>	<b>58</b>	<b>35</b>	<b>30</b>	<b>130</b>

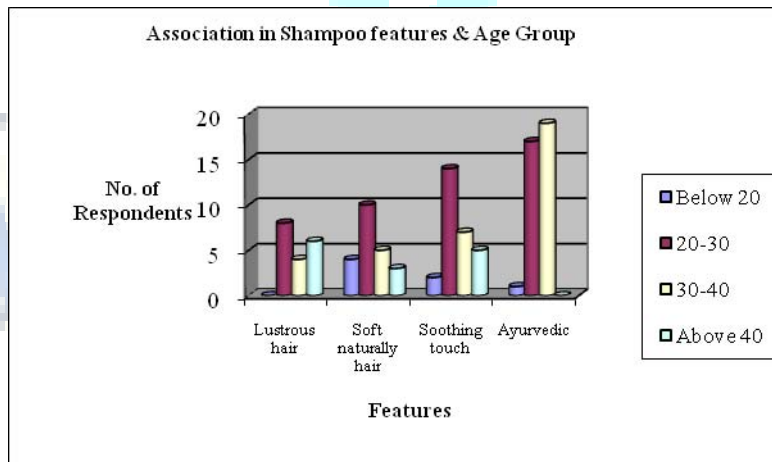


**Graph-5**

Table and Graph 5 shows that the age wise specific features of the brand of Toothpaste, which are taken into consideration while preferring a particular brand by the respondents. In case toothpaste age group below 20, give fight tooth decay (2), clear sparking white (2) and strong healthy teeth (2) is the most preferred reason. In age group 20-30 most preferred reasons is fight tooth decay. In age group 30-40 also fight tooth decay is most preferred reason and in above 40 strong healthy teeth is the most preferred reason for the toothpaste.

**TABLE-6: ASSOCIATION IN SHAMPOO FEATURES & AGE GROUP**

	Below 20	20-30	30-40	Above 40	Total
Lustrous hair	0	8	4	6	18
Soft naturally hair	4	10	5	3	22
Soothing touch	2	14	7	5	28
Ayurvedic	1	17	19	10	47
<b>Total</b>	<b>7</b>	<b>49</b>	<b>35</b>	<b>24</b>	<b>115</b>



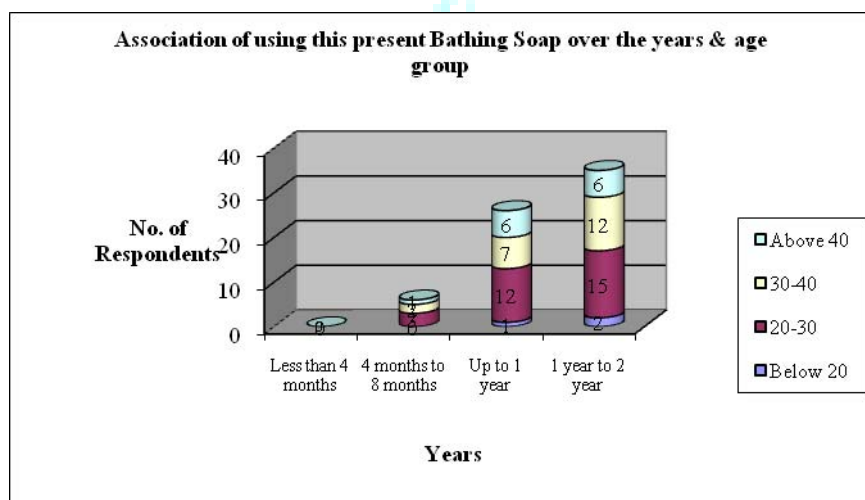
**Graph-6**

Table and Graph 6 shows that the age wise specific features of the brand of Shampoo, which are taken into consideration while preferring a particular brand by the respondents. In case shampoo age group below 20, give soft naturally hair (4), soothing touch (2) and Ayurvedic (1) are

the most preferred reason. In age group 20-30 most preferred reasons is Ayurvedic. In age group 30-40 also Ayurvedic is most preferred reason and in above 40 Ayurvedic is the most preferred reason for the shampoo.

**TABLE-7: ASSOCIATION OF USING THIS PRESENT BATHING SOAP OVER THE YEARS & AGE GROUP**

	Below 20	20-30	30-40	Above 40	Total
Less than 4 months	0	0	0	0	0
4 months to 8 months	0	3	2	1	6
Up to 1 year	1	12	7	6	26
1 year to 2 year	2	15	12	6	35
Over 2 year	4	28	14	17	63
<b>Total</b>	<b>7</b>	<b>58</b>	<b>35</b>	<b>30</b>	<b>130</b>

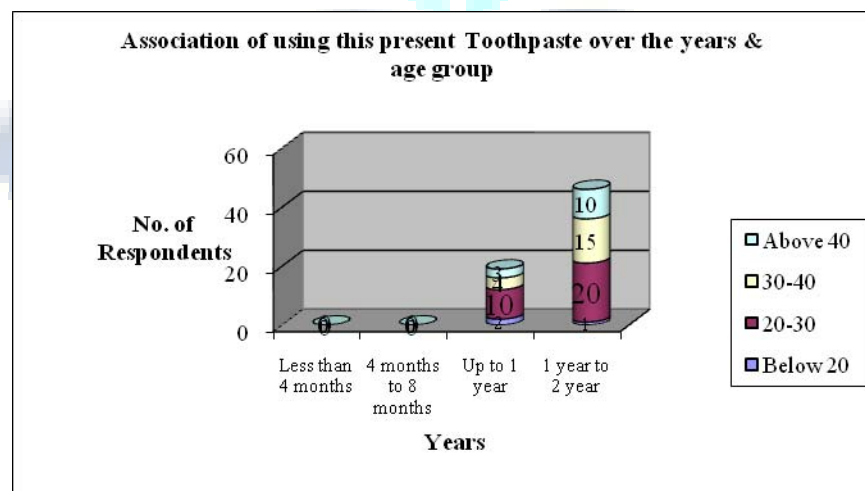


**Graph-7**

Table and Graph 7 shows that below 20 used bathing soap for 2 years and maximum 20-30 age group respondents used the bathing soap for over 2 years. Age group of 30-40 and above 40 also used the bathing soap for over 2 years.

**TABLE-8: ASSOCIATION OF USING THIS PRESENT TOOTHPASTE OVER THE YEARS & AGE GROUP**

	Below 20	20-30	30-40	Above 40	Total
Less than 4 months	0	0	0	0	0
4 months to 8 months	0	0	0	0	0
Up to 1 year	2	10	4	3	19
1 year to 2 year	1	20	15	10	46
Over 2 year	4	28	16	17	65
<b>Total</b>	<b>7</b>	<b>58</b>	<b>35</b>	<b>30</b>	<b>130</b>

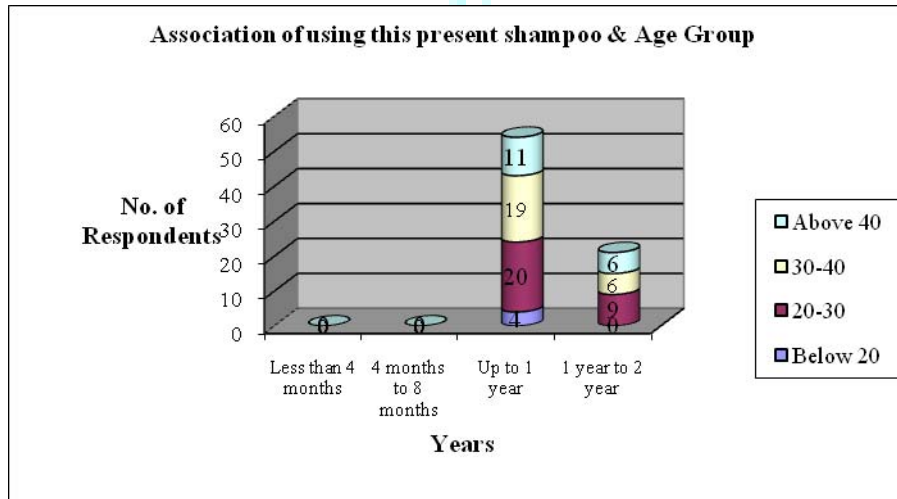


**Graph-8**

Table and Graph 8 shows that below 20 used toothpaste for 2 years and maximum 20-30 age group respondents used the toothpaste for 1 year to 2 years. Age group of 30-40 and above 40 also used the bathing soap for over 2 years.

TABLE-9: ASSOCIATION OF USING THIS PRESENT SHAMPOO OVER THE YEARS & AGE GROUP

	Below 20	20-30	30-40	Above 40	Total
Less than 4 months	0	0	0	0	0
4 months to 8 months	0	0	0	0	0
Up to 1 year	4	20	19	11	54
1 year to 2 year	0	9	6	6	21
Over 2 year	3	20	10	7	40
<b>Total</b>	<b>7</b>	<b>49</b>	<b>35</b>	<b>24</b>	<b>115</b>



Graph-9

Table and Graph 9 shows that below 20 used shampoo for up to 1 year and maximum 20-30 age group respondents used the shampoo for up to 1 year. Age group of 30-40 and above 40 also used the shampoo for up to 1 year.

**CONCLUSIONS**

This is era of competition and there is not monopoly for any product. Perfect competition market is there and according to this study also there is wide range of products in the market and stiff competition is there among them for concerned brands. There is not at all any monopoly for any brand in the market. In this study maximum respondents are among 20-30 age groups and in case of sex mostly respondents are male in Sirsa (Haryana). They mostly are using Lux in Bathing Soap, Colgate in Toothpaste and Sunsilk in Shampoo. Out of 130 respondents only 115 respondents are using Shampoo. They prefer Lux in Bathing Soap, Colgate in Toothpaste and Sunsilk in Shampoo due to quality. Most of the respondent's look specific feature in soap as Wash away dirt; Fight tooth decay in toothpaste and Ayurvedic in shampoo. Before switching over to present brand respondents were using Lux and Nima (Bathing Soap), Colgate and Close up (Toothpaste) and Sunsilk in Shampoo. All the respondents are brand loyal and they will continue to buy the same brand in future and they just switch their previous brand because of non-availability of old brand and friends experience. There are impacts of discount on brand switching but very less impact. The most effective medium of advertisement is T.V to make the aware of respondents for the availability of new brands in the market.

In the last, the major reason for brand switching is just to try a new brand in the market and this is because of we can say attractive advertisement through television.

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