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THE INFLUENCE OF BRAND LOYALTY TOWARDS THE PURCHASE OF COSMETICS IN CHENNAI

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ABSTRACT

This study examines the Brand Loyalty towards the various factors trust, value, satisfaction, and price that influences the Brand loyalty in Chennai. The customers how do they prefer the cosmetic brand and their insight of being loyal to the cosmetic brand. Hypotheses are posited and in order to empirically test them The 60 female cosmetic users were the respondents of the survey study. It concludes that the women in Chennai have a perceived value for the cosmetic brands that stands to be the primary factor for them being brand loyal.

KEYWORDS

brand loyalty, satisfaction, cosmetics, Chennai.

INTRODUCTION

The Indian retail Industry has never had it so good. The myriad of spending options available to consumers, their spending is on the rise with the consumers upgrading to items and look groomed with items like cosmetics-which can be termed as 'status acquisitions'. This can be attributed to Indian Cosmetic Retailers aggressively foray in to retailing by adapting multiple and diverse brand of cosmetics, store formats, varying operating models. But now faced with complex consumer preference, diminishing low operational margins, increasing competition. Hence continues pressure to create increasing value for customers.

Ashban and Burney (2001) found that cosmetics buying behavior literature in developing countries in general is inadequate and ambiguous. As it is known from Theory of Reasoned Action of planned Behavior, attitudes have considerable impact on behavior.

Schiffman and Kanuk (2004) revealed four different views are considered for understanding consumer decision-making process and behavior. They are 'economic view', 'passive view', 'emotional view' and 'cognitive view'. Despite the various studies on these four types of decision making but it can be considered as a valid argument that these four behaviors exist while making the buying decision and provide the guideline for the analysis of consumers accordingly by the marketers. Lars Perner (2010) defines consumer attitude simply as a composite of a consumer's beliefs, feelings and behavioral intentions toward some object within the context of marketing.

Shahzad Khan (2012) explained that attitude is the conduct, nature, temperament, thought and way of behaving. It can be positive or negative and perform a very essential function in purchasing a product.

Debiprasad Mukherjee (2012) conducted a study entitled 'Impact of celebrity endorsement on brand image'. This study shows that consumers report higher self-brand connection for brands with images that are consistent with the image of a celebrity that they aspire to be like, particularly in the case when the image of the celebrity and the brand match.

SATISFACTION

Oliver (1997), defined satisfaction as "the consumer's fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under- or over-fulfillment".

Szymanski and Henard (2001) describes that many research on consumer's satisfaction focused mainly on the effects of expectations, disconfirmation of expectations, performance, affect, and equity on satisfaction.

Olson & Dover, (1979) Customer's expectations are pre-trial beliefs about a product that function as comparison standards or reference points against which product performance is judged (Oliver, 1980; Bearden & Teel, 1983). The expectancy disconfirmation shift suggests that consumers are satisfied when the product performs better than expected (positive disconfirmation), dissatisfied when consumers' expectations exceeded actual Product performance (negative disconfirmation), and neutral satisfaction when the product performance matches expectations (zero disconfirmation/confirmation) (Oliver, 1980; Churchill & Surprenant, 1982; Oliver & Sarbo, 1988; Bearden & Teel, 1983).

LOYALTY INTENTION

Jacoby and Chestnut (1978), have identified more than 50 operational definitions of brand loyalty, classified as behavioral, attitudinal and the composite approach in the literature. Generally, more than 60% (33) of the 53 loyalty measures are behavioral terms found in Jacoby and Chestnut's (1978) work. Behavioral loyalty has been considered as repeat purchase frequency - Brown, 1952. Mellens, Dekimpe, & Steenkamp, (1996) The attitudinal brand loyalty included "stated preferences, commitment or purchase intentions of the customers".

Jacoby and Chestnut (1978), provided a conceptual definition of brand loyalty as: (i) biased (i.e. non-random), (ii) behavioral response (i.e. purchase), (iii) expressed over time, (iv) by some decision-making unit, (v) with respect to one or more brands out of a set of such brands, and is a function of psychological (decision-making evaluate) processes.

Oliver (1997), customer's loyalty as "a deep held commitment to rebuy or repatronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts that have the potential to cause switching behavior".

Jacoby & Chestnut (1978) Brand loyalty can be operationalized either based on behavioral, attitudinal or composite approach. Brown (1952), Behavioral loyalty has been considered as repeat purchases frequency or proportion of purchase. Cunningham (1956), Mellens et al.,(1996) while attitudinal brand loyalty referred to "stated preferences, commitment or purchase intentions of the customers". Jacoby & Chestnut, (1978), Dick & Basu (1994) the composite approach (attitudinal and behavioral approach) will provide a more powerful definition of brand loyalty Day.

Amine (1988), It is important to note that the entire brand loyalty phenomenon cannot be assessed if the attitudinal loyalty is not extended over the action behavior. East, Gendall, Harmond, & Wendy, (2005) In relation to loyalty, the linkages between attitude and behavior approach was found to be weak. For eg., Hennig-Thurau and Khee (1997) suggested that those studies that used actual behavior outcomes showed weak associations or negative relationships with satisfaction. Based on this, the authors will adopt the attitudinal approach as suggested by Rundle-Thiele and Bennett (2001) in conceptualizing the subject matter.

Rundle -Thiele and Bennett (2001) argue that attitudinal loyalty measures should be appropriate to predict future brand loyalty under these circumstances: (i) where the market is not stable (ii) where there is a propensity towards sole brands, and (iii) where there is a high involvement and high perceived risk. To review, the issues of loyalty mainly concerned on how loyalty is operationalized. It is very important to understand how we should measure loyalty. Although there are three approaches that can be used to measure loyalty (i.e. behavioral, attitudinal, and composite approaches), most researchers resorted to attitudinal measurement in terms of intention to repurchase and intention to recommend as an indicator of loyalty (e.g. Lau & Lee, 1999; Kandampully & Suhartanto, 2000; Sivadas & Baker-Prewitt, 2000; Chiou et al., 2002).

CUSTOMER RESPONSE (PRODUCT-ORIENTED APPROACH)

Under the people oriented approach we are interested in finding out the probable type of the customer who will buy what products. The knowledge of personal characteristics of consumers points out who are the buyers, where do they live and how do they think. However, we want to know also why consumers buy a product and their response or behavior towards a product or a store selling the products or brands. Hence, we must find out the bases of segmentation reflecting buyer behavior. These may be: benefits expected, usage response, loyalty response- brand loyalty and store patronage.

OBJECTIVES OF THE STUDY

Major Objectives of the Study

The major objective of this study was to establish the determinants of brand loyalty amongst consumers in cosmetics in Chennai and the specific objectives are as per following:

- To establish whether brand trust influences brand loyalty in cosmetic products in Chennai.
- To determine if the perceived value influences brand loyalty in cosmetics products in Chennai.
- To evaluate the relationship between customer satisfaction and brand loyalty in cosmetic products in Chennai.
- To investigate the relationship between brand price and brand loyalty in cosmetic products in Chennai.

RESEARCH QUESTIONS

- Does brand trust influence brand loyalty in cosmetic products in Chennai?
- Does perceived value influence brand loyalty in cosmetic products in Chennai?
- Does perceived customer satisfaction influence brand loyalty in cosmetic products in Chennai?
- Does brand price influence brand loyalty in cosmetic products in Chennai?

THE CONCEPT OF BRAND LOYALTY

The Brand Loyalty is the preference, repeat purchase, various degrees of commitment. Keller, (1998) maintains that loyalty is a distinct concept that is often measured in a behavioral sense through the number of repeat purchases.

Consumers may be in the habit of buying a particular brand without really thinking about why they do so. Frequent purchasing of a preferred brand may simply result because the brand is glaringly stocked or frequently promoted. When a new or rising competitor providing convincing reasons to switch provokes consumer, then their stick to the brand may be tested for the first time. The attachment a consumer has to a brand is a measure of brand loyalty and reflects how likely the consumer is to switch to another brand, especially when the brand is changed, either in price or product features.

Hofmeyr & Rice, (2000) if consumers purchase a brand repeatedly without attachment it is then called behavioral loyalty. When the consumer repeatedly purchases with an attachment then the consumer is both behaviorally and attitudinally loyal. Loyalty towards buying or using a specific brand of product is created when a brand becomes a consumer's preferred choice. Many top brands have been market leaders for years regardless of the fact that there certainly have been many changes in both consumer attitude and competitive activity. Consumers have valued these brands for what they are and what they represent appropriately enough to stick with them and reject the propositions of competitors, creating a solid stream of revenue for the firm.

THEORIES OF BRAND LOYALTY

The concept of brand loyalty has the main emphasis on two different dimensions of the concept: behavioral and attitudinal loyalty. Oliver, (1997) framework of brand loyalty that includes the full spectrum of brand loyalty based on a hierarchy of effects model with cognitive, affective, conative (behavioral intent), and action (repeat purchase behavior) dimensions.

Oliver, (1999) as, a deeply held commitment to re-buy or re-patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior. The concept of e-loyalty extends the traditional brand loyalty concept to online consumer behavior.

Corstjens & Lal, (2000), e-loyalty also has several parallels to the store loyalty concept such as building, repeat store visiting behavior as well as the purchase of established brand name items in the store. Schefter and Reichheld, (2000), e-loyalty is all about quality customer support, on-time delivery, persuasive product presentations, convenient and reasonably priced shipping and handling, and clear and reliable privacy policies. The sections that follow explain the similarities and differences between brand loyalty and e-loyalty.

ATTITUDINAL LOYALTY

The attitudinal brand loyalty includes cognitive, affective, and behavioral intent dimensions. Traditional brand loyalty development efforts have dependent extensively on brand image building through mass media communications. In e-marketplaces, yet, database technology makes it likely to put more prominence on the cognitive dimension by proposing tailored information. As for augmentation the affect disturbing dimension, in e-loyalty the roles of trust, privacy, and security come into sharper focus.

Generally, loyalty infers satisfaction, but satisfaction does not necessarily lead to loyalty. Waddell (1995), Oliver, (1999) accordingly, there is an unbalanced relationship between loyalty and satisfaction. This occurrence is particularly important in e-marketplaces, since (dissatisfied) customers face a greater variety of choices.

Baldinger and Rubinson, (1996) have endorsed that highly loyal buyers tend to stay loyal if their attitude towards a brand is positive. The ability to convert a switching buyer into a loyal buyer is much higher if the buyer has a favorable attitude toward the brand.

BEHAVIORAL INTENT

Mittal & Kamakura, (2001) Behavioral intent is an intermediary between attitude and behavior. It represents the intention to act in the buying decision process. Oliva & Oliver, (1992) Behavioral intent emerges in various forms such as a tendency to buy a brand for the first time or a commitment to repurchase a current brand. Kuhl & Beckmann, (1985) Brand loyalty research has focused on factors related to maintaining and enhancing this repurchase commitment and converting behavioral intent to an actual purchase. Kuhl & Beckmann, (1985) In e-loyalty, which has a relatively compressed buying cycle time, the main emphasis is on converting behavioral intent to immediate purchasing action.

BEHAVIORAL LOYALTY

Behavioral loyalty has been described in terms of repeat buying behavior. Smith (2000), Factors such as repeat site visits without purchases and extent of time spent at the e-commerce site (site stickiness) has to be considered. Schultz (2000), the importance of satisfying a customer in order to create behavioral loyalty. A satisfied customer tends to be more loyal to a brand/store over time than a customer whose purchase is caused by other reasons such as time restrictions and information deficits.

DETERMINANTS OF BRAND LOYALTY

There a number of determinants of brand loyalty, in this study focus at perceived value, trust, satisfaction and price as determinants of brand loyalty.

PERCEIVED VALUE

Broekhuizen (2006), perceived customer value provides conceptual richness. perceived customer value can be defined as a consumer's perception of the net benefits gained in exchange for the costs incurred in obtaining the desired benefits. However, the term perceived value is often used interchangeably with other value concepts in consumer and marketing research, such as consumer value, and consumption value.

perceived value is linked through the use to some product, service or object; perceived value is something subjectively perceived by consumers rather than objectively determined, and perceived value typically involves a tradeoff between what the consumer receives and gives to acquire and use a product or service. A customer perceived value is the axis in relationship marketing and customer loyalty; therefore, the role of value in consumer loyalty has still received significant attention.

Lee & Overby (2004), Recent researchers argue that perceived value is more complex and difficult to measure. Other than functional (utilitarian) value such as price and product quality, consumption value like shopping enjoyment should be considered by scholars and managers. Utilitarian value and hedonic value appear to be two universal value types most appropriate for describing consumer shopping behavior.

Overby & Lee (2006), Utilitarian value is defined as an overall measurement of functional benefits and sacrifices. Utilitarian value involves more cognitive aspects of attitude, like value for the money and judgments of convenience and timesavings.

Overby & Lee (2006), Hedonic value is defined as an overall judgment of experiential benefits and sacrifices, such as entertainment and escapism. Hedonic value reflects worth or fun found in the shopping experience itself, while utilitarian value reflects task-related worth. Hedonic value can be obtained from the entertainment, the visual appeal, and the interactivity involved. Similar to the role of atmospherics in offline shopping environment inappropriate use of colors, music, and other sensory features of the website might be able to enrich consumers shopping experience.

TRUST

Belanger, Hiller, & Smith (2002), Trust involves the consumers' beliefs relating to products, brand, services, or salespeople, and the establishment where the products or services are bought and sold. Due to the significant influence on the achievement of a long-lasting and profitable relationship, trust has received considerable attention.

Lewicki and Bunker (1995), identified three different approaches on how trust is regarded. In contrast to personality psychologist's view of trust as an individual characteristic, social psychologists consider trust as an expectation that is specific to a transaction and the person with whom one is transacting. Economists and sociologists, on the other hand, are interested in how institutions and incentive reduce uncertainty, and in turn increase trust, associated with transactions.

Therefore, to make the attribution that another person is trustworthy, there must exist the possibility to show that she or he is trustworthy, for brand loyalty to exist trust is a important element that marketing managers need to look into when analyzing brand loyalty.

Blomqvist (1997), associated the risk perception with a situation of lacking information because in total ignorance it is possible only to have faith and under perfect information, there is no trust but merely balanced calculation.

Blois (1999), the construct of trust has been particularly associated with the development of interest in relationship marketing in general and particularly in the context of business-to-business markets. The understanding of the nature of trust and the importance of its contribution to loyalty will leave a major impact on how business-to-business relationships are developed and managed.

Parasuraman et al. (1985), initiated trust as a critical success factor in successful service relationships. They suggest that customers need to feel safe in dealings with suppliers and need to be assured that their interaction is confidential in that they are able to trust their suppliers. The relationship marketing is built on the foundation of trust. In addition, trust is an important feature or aspect in the development of quality relationships built through a process of making and keeping promises where customers have assurances that the products they are buying is of good quality and in turn with repeat purchases they become loyal customers. The view of brand trust as part of the brand value can be created and developed through the management of some aspects that go beyond consumer's satisfaction with the practical performance of the products and its attributes, trust can offer an appropriate outline to conceptualize and measure a more qualitative dimension of brand value. Customer commitment as an indicator of customer loyalty, empirically found that brand trust has a direct effect on customer commitment and also can indirectly affect the level of price tolerance.

SATISFACTION

Kotler (1994), states the key to customer retention is customer satisfaction. There is much theoretical and empirical evidence that shows that link between satisfaction and customer retention and customer loyalty.

Aaker (1991), states that satisfaction is a key determinant to every level of brand loyalty. Satisfaction is often thought to affect the likelihood of repurchasing or reusing the service of a provider. Oliver (1997), proposes three dimensions of satisfaction; cognitive, affective and cognitive, that plugs in action loyalty or repeat usage.

According to Blackwell, Miniare and Engel (2006), satisfaction occurs when consumer's expectations are matched by perceived performance. On the other hand, dissatisfaction occurs when experiences and performance fall short of expectations. Satisfaction can lead to repeat purchase. Consumers possessing positive evaluations of a brand or product are much more likely to buy the brand or product again than those who possessing negative evaluations. The fact that retaining an existing customer usually costs less than enlisting a new one, companies are devoted to satisfy their customers.

Heskett et al. (1994), Satisfaction also shapes word-of-mouth communication, which is important for brands to build a good image and reputation. Post-purchase evaluation not only affects consumers future buying behavior, but also influences other behaviors such as sharing consumption experiences, which known as word-of-mouth communication. Satisfied customers become loyal and dissatisfied customers end up switching to another seller. Many researchers directly investigate a link between satisfaction and loyalty, and all found a positive relationship between the two constructs.

If people believe that dealing with customer satisfaction or complaint is costly, they need to realize that it costs as much as 25 percent more to recruit new customers. Customer satisfaction is a direct determining factor in customer loyalty, which, in turn, is a central determinant of customer retention, for businesses to retain customers the customer satisfaction is very important because satisfied customers will always want to enjoy the service they used again.

Therefore, organizations should always strive to ensure that their customers are very satisfied. Based on views and investigations done by numerous researchers, it can be seen that customer satisfaction is crucial to customer loyalty, which lead to the successfulness of an organizations.

BRAND PRICE

According to Cadogan and Foster (2000), price is probably the most important consideration for the average consumer. Consumers with high brand loyalty are willing to pay a premium price for their favored brand, so, their purchase intention is not easily affected by price.

Keller (2003) Customers have a strong belief in the price and value of their favorite brands so much so that they would compare and evaluate prices with alternative brands.

Yoon and Kim (2000), Consumers' satisfaction can also be built by comparing price with perceived costs and values. If the perceived values of the product are greater than cost, it is observed that consumers will purchase that product. Loyal customers are willing to pay a premium even if the price has increased because the perceived risk is very high and they prefer to pay a higher price to avoid the risk of any change. Long-term relationships of service loyalty make loyal customers more prices tolerant, since loyalty discourages customers from making price comparison with other products by shopping around.

De Ruyter et al., (1999) , Price has increasingly become a focal point in consumers- judgments of offer value and their overall assessment of the retailer. Price communicates to the market the company's intended value positioning of its product or brand. Sproles and Kendall, 1986-Price consciousness is defined as finding the best value, buying at sale prices or the lowest price choice.

RESEARCH METHODOLOGY

TARGET POPULATION

The study targeted the 60 (Women Cosmetic Users) Respondents in Chennai. The population of study consisted of women Cosmetic users in Chennai. Cosmetic products and their users on a daily basis which gives them ample knowledge on the basis upon which the consumers choose their products. A survey study was adopted.

DATA COLLECTION

The data was collected using questionnaires. A set of selected questions was used to collect data from the respondents in the sample population. These include close-ended questions. Each item of the questionnaire was developed to address a specific objective of the study.

RESPONSE

The total of 60 questionnaires administered during the study, Demographic Characteristics

The profile of the respondents is looked upon in terms of Age, Level of education, Marital Status, Average Monthly Income and Frequency of Shopping, the researcher sought to establish these characteristics from the respondents.

CHI-SQUARE TESTS

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.825 ^a	12	.869
Likelihood Ratio	7.373	12	.832
N of Valid Cases	60		

MARITAL STATUS * BRANDTRUST4 CROSS TABULATION

		Brand Trust 4					Total
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
MS	Unmarried	5	7	4	3	5	24
	Married	7	4	8	10	7	36
Total		12	11	12	13	12	60

CHI-SQUARE TESTS

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.362 ^a	4	.359
Likelihood Ratio	4.418	4	.352
N of Valid Cases	60		

AGE* SHOPPING FREQUENCY

		shopping				Total
		monthly once	once in two months	once in three months	festival offers/discounts	
Age	5	0	0	0	0	5
	18-20	2	3	2	5	12
	21-30	2	4	8	4	18
	31-40	2	2	7	5	16
	41-50	1	4	4	5	14
Total		7	13	16	19	60

CHI-SQUARE TESTS

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	69.978 ^a	16	.000
Likelihood Ratio	40.191	16	.001
N of Valid Cases	60		

MARITALSTATUS*SHOPPING

		Shopping				Total
		monthly once	once in two months	once in three months	festival offers/discounts	
MS	Unmarried	0	5	6	10	24
	Married	4	8	15	9	36
	Total	7	13	16	19	60

CHI-SQUARE

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	67.646 ^a	8	.000
Likelihood Ratio	37.718	8	.000
N of Valid Cases	60		

INCOME * SHOPPING CROSSTABULATION

Income		Shopping				Total
		monthly once	once in two months	once in three months	festival offers/discounts	
		5 0	0	0	0	5
	>10,000	0 0	6	2	1	9
	None	0 2	0	2	4	8
	10,000-20,000	0 1	1	2	6	10
	21,000-30,000	0 3	0	8	6	17
	31,000-40,000	0 0	4	6	2	12
	40,000-50,000	0 1	2	1	0	4
Total		5 7	13	21	19	65

CHI-SQUARE TESTS

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	98.772 ^a	24	.000
Likelihood Ratio	71.639	24	.000
N of Valid Cases	60		

SUMMARY OF FINDINGS

The overall impression of the respondents is that brand trust, brand satisfaction, brand price and perceived value influence their cosmetic products buying decisions. From the research conducted,

- Brand perceived value as the most influential factor in determining brand loyalty. (The Consumers value the brand which is extended beyond the loyalty)
- Brand satisfaction as a factor determining brand loyalty to the cosmetic brand was rated the second highest. (The consumers are satisfied towards the usage of the brand and that results in brand trust)
- Brand trust was considered a distant third in determining brand loyalty.
- Brand price was rated the lowest factor at 53.5%. (Even if the price is higher the consumers are ready to spend for it, when they value the brand and have Loyalty towards the brand of Cosmetics)

With all the factors scoring more than 50% level of agreement it is an indicator that all the factors have an influence on the brand loyalty of cosmetic products with the degree of influence varying among the different factors.

CONCLUSION

Customer brand loyalty is major importance for business organizations. Results of current study conclude that factors such as brand trust, brand perceived value, brand satisfaction and brand price of a cosmetic product play a very prime role in strengthening customer brand loyalty. Long-term success and supportable reputation of an organization depends on customer loyalty. This study supports the view that brand trust, brand perceived value, brand satisfaction and price should remain prime focus for the organization to maintain market share in today's competitive business environment. The business whose customers are not loyal with them cannot enjoy a respectable position in the market.

Based on this study, brand perceived value and brand satisfaction have the highest rating as determinants of brand loyalty in cosmetic products. The analysis indicated that brand loyalty has a positive influence on the purchasing behavior of the customers and customers are likely to purchase products, which they are accustomed to through a strong image and exceeding their expectations. The analysis also indicated that customers were more willing to talk to other customers about the products they have used and were satisfied with their results and thus word of mouth form of spreading positive information and thus creating a good avenue for companies seeking to market their cosmetic products.

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