



INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT AND MANAGEMENT

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	RESPONSIBILITY ACCOUNTING IN SMALL AND MEDIUM SCALE INDUSTRIES MANUFACTURING AUTO COMPONENTS <i>ANIRUDDHA THUSE & DR. NEETA BAPORIKAR</i>	1
2.	LIBERALIZED FINANCIAL SYSTEM AND ECONOMIC DEVELOPMENT IN NIGERIA <i>LOWE, OLUSEGUN</i>	6
3.	AN INVESTIGATION ON HIGHER LEARNING STUDENTS SATISFACTION ON FOOD SERVICES AT UNIVERSITY CAFETERIA <i>SARAVANAN RAMAN & SUBHASENI CHINNIHAH</i>	12
4.	IDENTIFYING AND PRIORITIZING THE MAIN BARRIERS TO KNOWLEDGE MANAGEMENT <i>DR. S. ALI AKBAR AHMADI, MOHAMAD ALI AFSHARI & HAMIDEH SHEKARI</i>	17
5.	PERFORMANCE EVALUATION OF PRIVATE AND PUBLIC SPONSORED MUTUAL FUNDS IN INDIA <i>NOONEY LENIN KUMAR & DR. VANGAPANDU RAMA DEVI</i>	24
6.	TALENT MANAGEMENT PRACTICES IN IT SECTOR <i>DR. K. JANARDHANAM, DR. NIRMALA M. & PRATIMA PANDEY</i>	36
7.	FREQUENT PATTERN MINING USING DYNAMIC PROGRAMMING <i>V. G. RAJALEKSHMI & DR. M. S. SAMUEL</i>	41
8.	PRICE AND LIQUIDITY CHANGES AFTER STOCK SPLITS - EMPIRICAL EVIDENCE FROM INDIAN STOCK MARKET <i>DHANYA ALEX, DR. K. B. PAVITHRAN & EAPEN ROHIT PAUL</i>	45
9.	THE IMPACT OF REVERSE CULTURAL SHOCK AMONG REPATRIATES <i>N. PADMAVATHY & DR. N. THANGAVEL</i>	50
10.	BRAND LOYALTY'S INFLUENCE ON WOMEN'S BUYING BEHAVIOR WITH SPECIAL REFERENCE TO PERSONAL CARE PRODUCTS <i>R. SUNDARI & DR. M. SAKTHIVEL MURUGAN</i>	57
11.	ANALYSIS OF COTTON TEXTILE INDUSTRY IN KARUR DISTRICT, TAMILNADU <i>DR. N. RAJASEKAR & M. GURUSAMY</i>	63
12.	ANALYSING THE TRADING ACTIVITIES OF MUTUAL FUNDS TO IDENTIFY THE TREND OF THE INDIAN STOCK MARKET <i>M. JEEVANANTHAN & DR. K. SIVAKUMAR</i>	69
13.	VIABILITY OF ORGANIC PRODUCTS' BUSINESS AMONG THE NON-ORGANIC PRODUCT CONSUMERS – A DESCRIPTIVE STUDY <i>DR. R. DHANALAKSHMI</i>	75
14.	EMPLOYEES PERCEPTION TOWARDS ENVIRONMENTAL CHALLENGES: AN EMPIRICAL STUDY ON VEDANTA LTD. IN ODISHA <i>DR. B. CHANDRA MOHAN PATNAIK, DR. IPSEETA SATPATHY & DEEPAK KUMAR SINGH</i>	79
15.	CASH CONVERSION CYCLE AND CORPORATE PROFITABILITY – AN EMPIRICAL ENQUIRY IN INDIAN AUTOMOBILE FIRMS <i>DR. A. VIJAYAKUMAR</i>	84
16.	A STUDY ON BEST PRACTICES IN FINANCIAL SERVICES AT A PUBLIC SECTOR COMPANY AT BHOPAL <i>DR. N. SUNDARAM & AJAY KUMAR SHARMA</i>	92
17.	AN EMPIRICAL STUDY OF FIRM STRUCTURE AND PROFITABILITY RELATIONSHIP: THE CASE OF INDIAN AUTOMOBILE FIRMS <i>DR. A. VIJAYAKUMAR</i>	100
18.	PERCEPTION OF BANK EMPLOYEES TOWARDS ADOPTION OF INFORMATION TECHNOLOGY IN PRIVATE SECTOR BANKS OF INDIA <i>BINDIYA TATER, DR. MANISH TANWAR & NAVRATAN BOTHRA</i>	109
19.	KEY SKILLS IDENTIFICATION AND TRAINING NEED ANALYSIS @ SMALL AND MEDIUM RETAILERS IN DELHI AND NCR <i>POOJA MISRA, NEHA JOSHI & RAHUL GOYAL</i>	118
20.	STRATEGIES FOR MERGERS AND ACQUISITIONS – CASE STUDIES OF SELECTED BUSINESS HOUSES <i>DR. PREETI YADAV & DR. JEET SINGH</i>	127
21.	MANAGEMENT OF NPAS IN DCCBS IN INDIA – AN EMPIRICAL ASSESSMENT <i>DR. A. DHARMENDRAN</i>	136
22.	IMPACT OF MOBILE MARKETING ON THE PURCHASE DECISION OF CONSUMERS: A STUDY OF JALANDHAR REGION <i>HARENDRA SINGH, SALEEM ANWAR & SHUJA QAMMER SHAH</i>	141
23.	A STUDY ON LEADERSHIP STYLE AND THEIR IMPACT IN PUBLIC SECTOR – TAMIL NADU <i>N. PRABHA</i>	146
24.	PARAMETERS OF RATING OF INDIAN COMMERCIAL BANKS – A CRITICAL ANALYSIS <i>DR. MUKTA MANI</i>	149
25.	IMPACT OF INTERNET BANKING ON CUSTOMER SATISFACTION: A COMPARATIVE STUDY OF PUBLIC SECTOR BANKS, PRIVATE SECTOR BANKS AND FOREIGN SECTOR BANKS <i>RITU SEHGAL & DR. SONIA CHAWLA</i>	156
	REQUEST FOR FEEDBACK	164

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BRAND LOYALTY'S INFLUENCE ON WOMEN'S BUYING BEHAVIOR WITH SPECIAL REFERENCE TO PERSONAL CARE PRODUCTS

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ABSTRACT

People buy products, but which products they buy and how they make a buying decision have a lot to do with how they feel about the brand. Products are what the company makes, what the customer buys is a brand. Brands are strongly linked by consumer's emotion. Billions of dollars have been spent trying to impress consumers while aiming to increase brand loyalty and recognition. Brand Loyalty is something that every brand and company strives for and believes they can attain. The eternal search for companies has been to identify brand loyal customers who in long run prove to be a valuable asset. The study has been conducted to analyze brand loyalty and its effect on purchase decision among 350 women towards personal care products in Chennai city. Findings suggest that Meera and Sunsilk shampoo, Spinz talc, Liril and Mysore Sandal soap and Pepsodent toothpaste has high brand loyalty among women consumers. It is also evident that women with high and medium brand loyalty are driven by secondary benefits such as ingredients of the product, Product should serve the purpose, innovative features, manufacturer's reputation, and the product should be medically tested, while purchasing personal care products.

KEYWORDS

Brand loyalty, buying behaviour, Consumer, Personal care products.

INTRODUCTION

Successful brands live in the hearts and minds of the consumer. A brand is defined as, "an identifiable product, service, person or place, augmented in such a way that the buyer or user perceives relevant unique added values that match their needs most closely." (Freire and Caldwell, 2004) Brands have a social and emotional value for the users. According to a study by Mademoiselle Magazine, today's females are "more likely to know what brands they want before they go shopping." (Parks, 1997). In comparison with males, females shop more, and they search for more information when they make purchase decisions. It is assumed that females will pay more attention to brands and place more value on brand names.

Brand loyalty, in marketing, consists of a consumer's commitment to repurchase or otherwise continue using the brand and can be demonstrated by repeated buying of a product or service or other positive behaviours such as word of mouth advocacy. Brand loyalty is more than simple repurchasing, however. Customers may repurchase a brand due to situational constraints (such as vendor lock-in), a lack of viable alternatives, or out of convenience. Such loyalty is referred to as "spurious loyalty". True brand loyalty exists when customers have a high relative attitude toward the brand which is then exhibited through repurchase behaviour. This type of loyalty can be a great asset to the firm: customers are willing to pay higher prices, they may cost less to serve, and can bring new customers to the firm.

Personal care products are generally used for personal health and hygiene. It includes products like body talc, body scrub, tooth paste, tooth brush; tongue cleaner, tooth powder, bathing salts, bathing gel, essential oils, moisturizer, skin creams, face wash, hair oil, hair shampoo, hair conditioner, soap, nail and cuticle care products. The personal care product market was a success on all counts in 2005-2006 with good performances. The major demand is for the products that are of basic need for the consumers like soap, shampoo, hair oil etc. The personal care products industry consists of four major sub-sectors manufacturing a range of products. These sub-sectors are:

- Face Care Products
- Hand and Foot Care Products
- Hair Care Products
- Cosmetics

Factors Influencing the Growth of Personal Care Products;

The global personal care products industry is growing at a very rapid pace; some of the factors responsible are:

- Rise in consumer spending power,
- Increased demand due to people consciousness,
- Key demographic factors,
- Entry of herbal and organic products,
- Lifestyle and climactic changes, and
- Massive advertising and promotion strategy

REVIEW OF LITERATURE

Brand loyalty is viewed as multidimensional construct. It is determined by several distinct psychological processes and it entails multivariate measurements. Customers' perceived value, brand trust, customers' satisfaction, repeat purchase behaviour, and commitment are found to be the key influencing factors of brand loyalty. Commitment and repeated purchase behaviour are considered as necessary conditions for brand loyalty followed by perceived value, satisfaction, and brand trust. Loyalty is primarily an attitude that many a times leads to binding relationship with the brand. Many consultants and researchers argue that there must be "strong attitudinal commitment" for true brand loyalty to exist (Day, 1969; Jacoby and Chestnut, 1978; Foxall and Goldsmith, 1994; Mellars et al; 1996; and Reichheld, 1996). These attitudes may be measured by asking how many people say they like the brand, feel committed to it, will recommend it to others, and have positive beliefs and feeling about it relative to competing brands (Dick and Basu, 1994). Research has, by and large, proved that across dozens of product categories and for many diverse countries (uncles et al; 1994), few consumers are "monogamous" (100% loyal) or "promiscuous" (no loyalty to any

particular brand).on the contrary, most people are “polygamous”(which basically implies being loyal to a portfolio of brands in a product category).from this perspective, ; loyalty is defined as ‘an ongoing propensity to buy the brand, usually as one of several’(Ehrenberg and scriver,1999).Several researchers have found satisfaction and attitude to be major antecedents of customer repurchase intentions leading to loyalty over time (Oliver, 1980, 1981, Bearden and Teel, 1983; Innis, 1991; and Roest and Pieters, 1997).A high level of satisfaction is likely to increase the probability that the brand in question will be retained in customer’s consideration set and will increase the customer’s preference for the brand, thus tending towards loyalty overtime (Westbrook and Oliver,1981). Brand loyal consumers reduce the marketing costs of the firm, as the cost of attracting a new customer has been found to be about six times higher than the costs of retaining an old one (Rosenberg & Czepiel,1983) (Raj,1985) investigated the relationship between a brand’s share of users and its loyal franchise. Based on data on consumer habits covering, 1000 brands in 86 product categories, it was found that brands with a larger share of users have proportionately larger fractions of loyal buyers.Hoyer & Brown (1990) examined two aspects of brand loyalty-purchase loyalty and attitudinal loyalty – purchase loyalty leads to greater market share and attitudinal loyalty leads to higher relative price for the brand.Raju et al (1990) analysed the role played by brand loyalty in determining the optimal price promotional strategies used by firms in a competitive setting. The analysis suggested that a brand’s likelihood of using price promotions increase with an increase in the competing brands in a product category. Krishnamurthi and Raj (1991) explored the relationship between consumer brand preference or loyalty and price elasticity in purchase behaviour. They found that loyal consumers were less price sensitive than non-loyal ones in the choice decision but more price sensitive in the quantity decision.Laurent et al (1995) identified three classical measures of brand awareness – aided, spontaneous, and top of mind. The relationships between these measures across asset of brands in the same product category were close, but highly non linear. Papatla and Krishnamurthi (1996) proposed a brand choice model that provides an estimate of the dynamic effects of promotions on loyalty to the brand and customers sensitivity to the price of the brand, and measures whether promotional purchases reinforce or reduce subsequent response to similar promotions. Results indicated that increased purchases using coupons erode brand loyalty and increase price sensitivity. Consumers make product attributes that meet their needs on dimensions of value, cost and prior satisfaction (Kotler 1997). Lau and Lee (1999) discussed about the importance of brands in the consumer market. The brands are the interface between consumers and the company, and consumers may develop loyalty to brands.Vigneron and Johnson (1999) reported that people’s needs for appearances and materialism were increasing and this created a boom in the cosmetic and toiletries sector across the world. Study found that the pattern and use of these items vary according to different segments of gender, age and socio-economic class. The study proposed that trust in a brand is important and is a key factor in the development of brand loyalty. (Thiele and Bennett, 2001) defined brand loyalty as the biased (non – random) behavioural response (re-purchase, referral, price sensitivity) expressed over time by some decision-making unit with respect to one or more alternative brands out of a set of brands and is a function of psychological processes. Knox and Walker (2001) developed a measure in which both brand commitment and brand support were found to be necessary and sufficient conditions for loyalty to exist. Based on this measure, four consumer purchasing styles were identified and characterized as loyals, habitual, variety seekers and switchers. ^{Fred} Reichheld (2001) Enhancing customer loyalty could have dramatic effects on profitability. Among the benefits from brand loyalty specifically, longer tenure or staying as a customer for longer was said to be lower sensitivity to price. Advertising and Marketing Journal’s (A&M) Annual Survey of 2002 revealed that “Colgate” remained as India’s top brand followed by Dettol, Tata,Lux and Lifebuoy respectively.Vikas Saraf, studied the necessity of branding. The study reveals the basis for brand management and it also revealed that, how to create brand image and brand loyalty. The author concludes that branding is everything and brands are not simply products or services. Brands are the sum totals of all the images that people have in their heads about a particular company and a particular mark.Day G.S.A. had put forth a ‘Two dimensional concept of Brand Loyalty’. He stated that brand attitudes as well as purchase are needed to measure brand loyalty. Analysis on purchases of convenience food brands shows that the true loyal buyers are very conscious of the need of the economies when buying, confident of brand judgement and heavy use of the product. Lau et al (2006) conducted a study on brand loyalty with a sample of 280 students aged from 18 to 24 years. The study explored that brand loyalty behaviour in sportswear and examined key brand loyalty factors: brand name, product quality, price, style, store environment and service quality.

OBJECTIVES OF THE STUDY

- To study the impact of demographic variables viz. Age, Educational qualification, Income etc. on the consumers brand loyalty towards personal care products
- To identify the most preferred brand in each product category
- To analyze the brand loyalty existing among women consumers with regard to personal care products.
- To know the important variable that influences the women in purchasing her brand of personal care products.

RESEARCH HYPOTHESIS

The study is based on the hypothesis framed:

H0: There is no significant difference among the levels of brand loyalty and purchase decision of personal care products.

RESEARCH METHODOLOGY

Descriptive research was used for the study. The data was collected from primary and secondary sources. Primary data was collected with the help of a structured and undisguised questionnaire among 350 women consumers in the age group 18 and above, who use personal care products who are residing in Chennai. Secondary data was collected from previous dissertations/research papers/marketing journals/magazines/text books and websites. Convenience sampling technique was employed and the statistical tools used were chi square, correspondence analysis, Factor Analysis and ANOVA.

ANALYSIS & INTREPRETATION

DEMOGRAPHIC PROFILE

TABLE 1.1 SHOWS THE DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Description	No. of respondents	% of respondents
Age		
Less than 25	12	3.4
26 – 35	191	54.6
36 – 45	50	14.3
46 – 55	47	13.4
Above 55	50	14.3
TOTAL	350	100
Educational qualification		
School level	44	12.6
Diploma	29	8.3
Under graduation	52	14.9
Post graduation	153	43.7
Professional	72	20.6
TOTAL	350	100
Marital Status		
Married	235	67.1
Unmarried	115	32.9
TOTAL	350	100
Occupation		
Govt. Employee	39	11.2
Private Employee	32	9.1
Business	30	8.6
Self employed	77	22.0
House wife	117	33.4
Student	19	5.4
Others	28	10.3
TOTAL	350	100
Family Income		
<5000	113	32.3
5000 - 10000	90	25.7
10001 - 15000	60	17.1
15001 – 20000	52	14.9
Above 20000	35	10.0
TOTAL	350	100

Table 1.1 shows that majority of the women are under the age group of 26 -35, having an educational qualification up to post graduation. These women are married, housewives having a family income less than Rs.5000 per month.

CHI SQUARE ANALYSIS

Chi square technique was employed to know whether or not there exists a significant association between i) age and loyalty of women consumers ii) marital status and loyalty of women consumers iii) Family income and loyalty of women consumer

TABLE 1.6: SHOWING THE RELATIONSHIP BETWEEN DEMOGRAPHIC VARIABLES AND BRAND LOYALTY OF WOMEN

Description	Chi square value	df	Significant value
Age	1.718	8	.000*
Marital status	19.206	4	.000*
Family Income	2.481	10	.000*

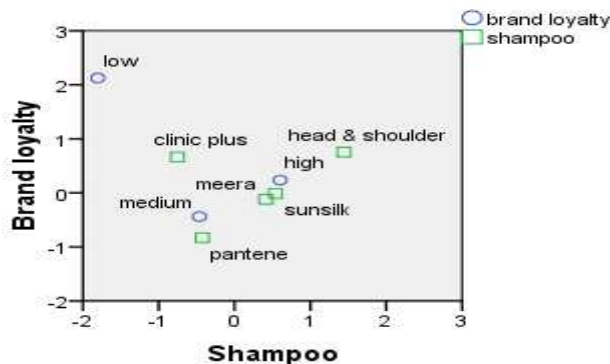
* At 5% significant level

Table 1.6 indicates that brand loyalty has a highly significant association with age, marital status, and family income of women.

CORRESPONDENCE ANALYSIS

Correspondence analysis was employed to analyse the loyalty levels existing among the different brands of personal care products.

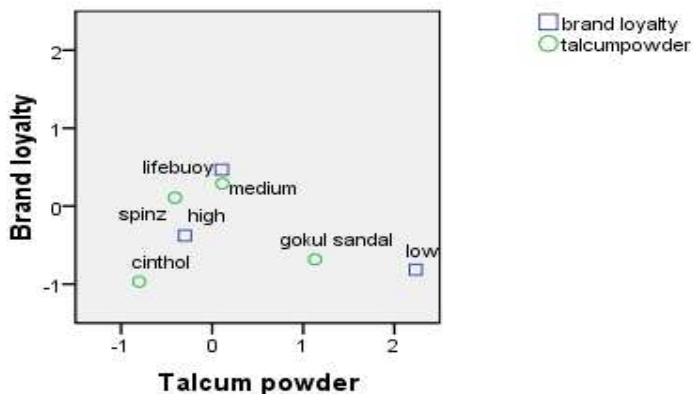
CORRESPONDENCE ANALYSIS SHOWING THE LOYALTY LEVELS OF SHAMPOO BRANDS



INFERENCE

From the chart it is inferred that in shampoo category women are highly loyal towards Meera and Sunsilk brands and medium loyalty is found in Pantene brand.

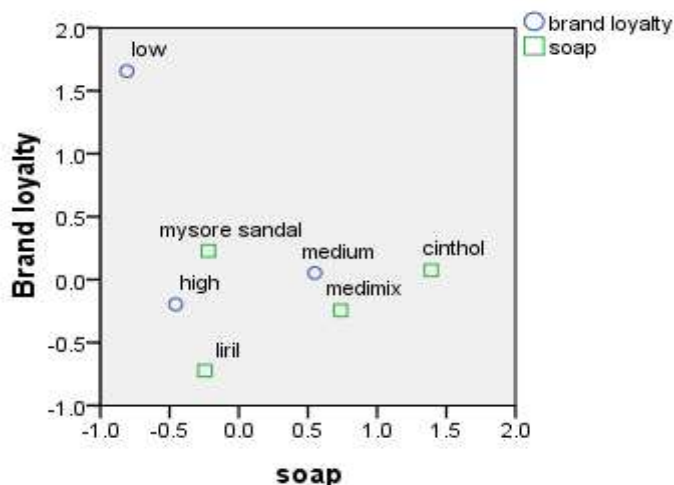
CORRESPONDENCE ANALYSIS SHOWING THE LOYALTY LEVELS OF TALCUM POWDER BRANDS



INFERENCE

From the above chart it is inferred that in talcum powder category women are highly loyal to Spinz talc, Lifebuoy has medium loyalty and Gokul sandal has low loyalty

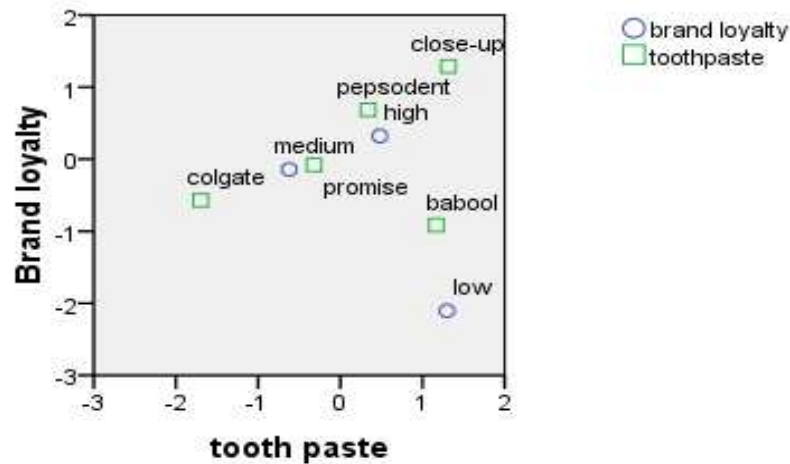
CORRESPONDENCE ANALYSIS SHOWING THE LOYALTY LEVELS OF SOAP BRANDS



INFERENCE

From the above chart it is inferred that in soap category, women are highly loyal to Liril and Mysore sandal soap and medium loyalty is found in Medimix brand.

CORRESPONDENCE ANALYSIS SHOWING THE LOYALTY LEVELS OF TOOTH PASTE BRANDS



From the above chart it is inferred that in tooth paste category women are highly loyal to pepsodent brand and medium loyalty is found in promise and Colgate brand.

FACTOR ANALYSIS

PURCHASE DECISION AND ITS IMPACT ON PERSONAL CARE PRODUCTS

The purchase decision as observed in various research studies is influenced by cultural, social and personal factors. There is no exception to personal care products as and when the customers decide to purchase. Henceforth, the variables that govern purchase decision is identified and analyzed through factor analysis by principle component method.

While making purchase decisions, ten variables were considered viz. Quality, Price, Quantity, Serve the Purpose, Manufacturers reputation, Ingredients, Innovative features, Medically tested.

TABLE 1.7 SHOWS THE TOTAL VARIANCE EXPLAINED RELATING TO VARIABLES OF PURCHASE DECISION

Component	Initial Eigen values			Rotation sums of squared loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Quality	3.546	44.327	44.327	3.369	42.114	42.114
Price	2.041	25.517	69.844	2.218	27.730	69.844
Quantity	.813	10.169	80.013			
Serve the Purpose	.597	7.468	87.481			
Manufacturers reputation	.363	4.544	92.025			
Ingredients	.307	3.840	95.865			
Innovative features	.206	2.577	98.442			
Medically tested	.125	1.558	100.000			

EXTRACTION METHOD: PRINCIPAL COMPONENT ANALYSIS

TABLE 1.8 SHOWS THE ROTATED COMPONENT MATRIX FOR GROUPING OF VARIABLES OF PURCHASE DECISION

	Component	
	1	2
Ingredients	.915	
Serve the purpose	.861	
Innovative features	.821	
Manufacturer’s Reputation	.771	
Medically tested	.714	
Price		.915
Quality		.811
Quantity		.764

EXTRACTION METHOD: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a. Rotation converged in 3 iterations.

It is found that ten variables explain 69.84% of the total variance and two major factors are secured as revealed in table 1.7.

As observed in table 1.8 the first factor “primary benefit” includes price, quality, and quantity. The second factor “secondary benefit” comprises of ingredients of the product, Product should serve the purpose, innovative features, manufacturer’s reputation, and the product should be medically tested.

ANOVA

The difference between the levels of brand loyalty and factors responsible for purchase decision of Personal care products has been verified parametrically using Analysis of Variance (ANOVA)

H0: There is no significant difference among different levels of brand loyalty and purchase decision of personal care products.

TABLE 1.9 SHOWS THE DIFFERENCE AMONG DIFFERENT LEVELS OF BRAND LOYALTY AND PURCHASE DECISION OF PERSONAL CARE PRODUCTS.

Factors of purchase decisions		Sum of Squares	df	Mean Square	F	Sig.
primary	Between Groups	62.022	2	31.011	66.376	.000*
	Within Groups	162.119	347	.467		
	Total	224.141	349			
secondary	Between Groups	165.056	2	82.528	275.161	.000*
	Within Groups	104.075	347	.300		
	Total	269.131	349			

* At 5% significant level

The ANOVA table indicates that the factors of purchase decision as primary benefit

(F = 275.161), and secondary benefit (F=66.376) differ significantly with respect to different levels of brand loyalty at 5% level. The mean wise comparison for the significant variables is presented in the following table 1.9.

TABLE 1.10 SHOWS—DESCRIPTIVE FOR THE LEVELS OF BRAND LOYALTY ON THE FACTORS OF PURCHASE DECISION

Brand Loyalty	N	Primary	secondary
High	171	4.05	4.36
Medium	164	3.20	3.77
Low	15	4.00	1.00

Women with high and medium brand loyalty are driven by secondary benefits such as ingredients of the product, Product should serve the purpose, innovative features, manufacturer's reputation, and the product should be medically tested, while purchasing personal care products.

Whereas women with low brand loyalty consider primary benefits such as price, quality, and quantity, when it comes to purchase of personal care products.

FINDINGS

- Majority of the women are under the age group of 26 -35, having an educational qualification up to post graduation. These women are married, housewives having a family income less than Rs.5000 per month.
- Women while choosing shampoo show high loyalty towards Meera and Sunsilk brands. In talcum powder category, they are highly loyal towards Spinz. In soap brand they are loyal to Liril and Mysore sandal. The most preferred tooth paste brand among women is Pepsodent.
- There is a significant relationship between age, marital status, family income and brand loyalty among women consumers.
- The factors influencing purchase decision of personal care products are "Primary benefit" and "secondary benefit". The primary benefit includes price, quality, and quantity. And the "secondary benefit" which comprises of ingredients of the product, Product should serve the purpose, innovative features, manufacturer's reputation, and the product should be medically tested.
- Women with high and medium brand loyalty are driven by secondary benefits such as ingredients of the product, Product should serve the purpose, innovative features, manufacturer's reputation, and the product should be medically tested, while purchasing personal care products. Whereas women with low brand loyalty consider primary benefits such as price, quality, and quantity, when it comes to purchase of personal care products.

CONCLUSION

Women today are extremely aware of the various brands in the market and are conscious of the products they use or consume. They pick and chose carefully according to their needs, style preferences, etc. They also exercise a lot of independence in decision making and influence the family buying behavior. Companies have realized that selling to brand loyal customers is less costly than converting new customers. Brand loyalty provides companies with strong, competitive weapons. This study provides an insight of Chennai women's brand loyalty towards personal care products. While purchasing personal care products the factors which influence high brand loyal women consumers are ingredients of the product, Product should serve the purpose, innovative features, manufacturer's reputation, and the product should be medically tested, and women with low loyalty consider primary benefit viz., price, quality and quantity while purchasing personal care products. It is evident from the study that brand loyal consumers don't think about primary benefit when it comes to purchase of personal care products. Hence marketers need to provide additional benefits to their loyal consumers in order to retain and sustain them for their future business.

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