

**AN ANALYTICAL STUDY ON THE BRAND LOYALTY AMONG
CONSUMERS OF COSMETICS PRODUCTS**

PROJECT REPORT

Submitted To

MAHATMA GANDHI UNIVERSITY, KOTTAYAM

In partial fulfillment of the requirements for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

AKHILA P. V (Reg. No. 170021056457)

ALEENA MARY ANTONY (Reg. No.170021056458)

ALINA C. P (Reg. No.170021056459)

St. Paul's College, Kalamassery

Under the guidance of

Dr. ASHA E. THOMAS

Assistant Professor



DEPARTMENT OF COMMERCE

ST. PAUL'S COLLEGE, KALAMASSERY

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ST. PAUL'S COLLEGE
(Affiliated to Mahatma Gandhi University)
Kalamassery – 683503, Kerala, India



CERTIFICATE

This is to certify that the project work entitled “AN ANALYTICAL STUDY ON THE BRAND LOYALTY AMONG CONSUMERS OF COSMETICS PRODUCTS” is a bonafide piece of work done by Ms. AKHILA P. V (Reg. No. 170021056457), Ms. ALEENA MARY ANTONY (Reg. No.170021056458), Ms. ALINA C. P (Reg. No.170021056459), in partial fulfilment of the requirements for the award of degree of Bachelor of Commerce in Mahatma Gandhi University, Kottayam, under my supervision and guidance and that no part thereof has been presented earlier for the award of any other fellowship, associate ship etc.

Counter Signed by

Dr. Asha E. Thomas

Ms. Teresa Stephen

Assistant Professor

Head of the department

PG Department of Commerce

PG Department of Commerce

St. Paul's College Kalamassery

St. Paul's College Kalamassery

DECLARATION

We, **Akhila P.V (Reg. No. 170021056457)**, **Aleena Mary Antony (Reg. No. 170021056458)** and **Alina C. P (Reg. No. 170021056459)** hereby declare that the project report entitled "**AN ANALYTICAL STUDY ON THE BRAND LOYALTY AMONG CONSUMERS OF COSMETIC PRODUCTS**" is a bonafide work done by us under the guidance and supervision of **Dr. Asha E. Thomas**, Assistant Professor, Department of Commerce, St. Paul's College, Kalamassery.

We also declare that this work has not been submitted by us fully or partially for the award of any other degree, fellowship, associateship or other similar title of any other university or board.

Akhila P.V (Reg. No. 170021056457)

Aleena Mary Antony (Reg. No. 170021056458)

Alina C. P (Reg. No. 170021056459)

Place: Kalamassery

Date:

DECLARATION

I, **Akhila P.V (Reg. No. 170021056457)** hereby declare that the project report entitled “**AN ANALYTICAL STUDY ON THE BRAND LOYALTY AMONG CONSUMERS OF COSMETICS PRODUCTS**” is a bonafide work done by me under the guidance and supervision of **Dr. Asha E. Thomas**, Assistant Professor, Department of Commerce, St. Paul’s College, Kalamassery.

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Akhila P.V (Reg. No. 170021056457)

Place: Kalamassery

Date:

DECLARATION

I, **Aleena Mary Antony (Reg. No. 170021056458)** hereby declare that the project report entitled “**AN ANALYTICAL STUDY ON THE BRAND LOYALTY AMONG CONSUMERS OF COSMETICS PRODUCTS**” is a bonafide work done by me under the guidance and supervision of **Dr. Asha E. Thomas**, Assistant Professor, Department of Commerce, St. Paul’s College, Kalamassery.

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Aleena Mary Antony (Reg. No. 170021056458)

Place: Kalamassery

Date:

DECLARATION

I, **Alina C. P (Reg. No. 170021056459)** hereby declare that the project report entitled “**AN ANALYTICAL STUDY ON THE BRAND LOYALTY AMONG CONSUMERS OF COSMETICS PRODUCTS**” is a bonafide work done by me under the guidance and supervision of **Dr. Asha E. Thomas**, Assistant Professor, Department of Commerce, St. Paul’s College, Kalamassery.

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Alina C. P (Reg. No. 170021056459)

Place: Kalamassery

Date:

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We are extremely grateful to god almighty for being with us to execute this declaration work.

We take this opportunity to express our sincere gratitude to our Principal Dr.Sobhana Michael for her encouragement and support during the course of our study.

We further express our sincere thanks to Ms. Teresa Stephen, Head of the Department, Department of commerce, St. Paul's college, Kalamassery for her direct and indirect assistance for the successful conduction of this work.

We would like to place on record our sincere and whole hearted thanks to our guide Dr. Asha E. Thomas, Assistant Professor, Department of commerce, St. Paul's college, Kalamassery for her valuable guidance, and keen interest taken for the successful completion of this project report.

We also express our heartfelt thanks to respected teachers of our department for the great assistance and co-operation given to us in completing this task.

We take this opportunity to express our sincere thanks to respondents who spare their valuable time for us.

We are also thankful to our parents and friends for their constant support and encouragement for completing this project work.

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AKHILA P. V

ALEENA MARY ANTONY

ALINA C. P

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ALINA C. P

(Reg no: 170021056459)

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REVIEW OF LITERATURE

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BIBLIOGRAPHY

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APPENDIX

QUESTIONNAIRE

PERSONAL INFORMATION

1. Name:

2. Gender:

Male Female

3. Age:

Under 20 20 - 30 30 - 40 40 and above

4. Occupation:

Agriculture Business Government-Employee

Home Maker Self Employed Student

5. What is your highest level of education?

Secondary Diploma Under Graduate degree

Post Graduate degree Other

6. What is your average monthly income?

Below 10000 10000 - 20000 20000 - 40000

40000 & above

GENERAL INFORMATION

7. Are you a cosmetic user?

Yes No

8. Are you a regular or occasional consumer of cosmetic product?

Regular Occasional

8a. If yes, please indicate which among the following brand do you regularly prefer?

Maybelline L'Oreal Lakme Lotus Himalaya

Elle 18 Other (Specify) _____

8b. Answer the following questions on the basis of above selected brand (√).

1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree.

	1	2	3	4	5
I consider myself loyal to this brand.					
I feel this is the only brand of product that I need.					
This is the one brand that I would prefer to buy and use.					
I buy this brand whenever I can.					
I buy as much of this brand as I can.					

9. What factor influences you most while choosing your cosmetic brand?

Advertisement Work place Family Friends

Social media other (specify): _____

10. What is your frequency of shopping your favorite brand?

Once a month	
Twice a month	
Three times a month	
More than three times a month	

11. **Brand Trust:** (how good your brand's track record is with your customer) please indicate (√) the level of agreement with the following statement. Key **5=Strongly Agree, 4=Agree, 3=Neutral, 2=Disagree, 1=Strongly Disagree.**

Questions	5	4	3	2	1
Brand reputation influences brand trust?					
Does brand publicity influences brand trust?					
Brand competence influences brand trust?					
Peer influences brand trust?					
Switching cost influences brand trust?					

12. **Perceived Value:** (Customer's evaluation of the merit of the product) please indicate the level of agreement with the following statement. Key **5=Strongly Agree, 4=Agree, 3=Neutral, 2=Disagree, 1=Strongly Disagree.**

Questions	5	4	3	2	1
Does attractive packing affect perceived value of cosmetic brand?					
Do you think standard quality affect the perceived value of brand loyalty?					
Does consistency in quality of the product affect perceived value?					
Does past usage experience affect the perceived value?					
Does brand competence of product influence the perceived value?					

13. **Commitment:** (how dedicated customers to a brand) please indicate (√) the level of agreement with the following statement. Key **5=Strongly Agree, 4=Agree, 3=Neutral, 2=Disagree, 1=Strongly Disagree.**

Questions	5	4	3	2	1
I usually tell my friend that the brand I use is a great brand to buy.					
I am proud to tell others that I use this brand.					
I am extremely glad that I choose this brand over other I was considering.					
I really care about this brand.					
For me this is the best of the entire possible brand I used.					

14. **Brand Loyalty:** Indicate how strongly you agree with these statements. Key(√) **5=Strongly Agree, 4=Agree, 3=Neutral, 2=Disagree, 1=Strongly Disagree.**

Questions	5	4	3	2	1
I intend to buy this brand in the near future.					
The next time i need that product, I will buy the same product.					
I am willing to pay a price premium over competing products to be able to purchase the brand again.					
I will continue to be loyal customer to this brand.					

I intend to recommend this brand to other people.					
I would only consider purchasing this brand again, if it would be substantially cheaper.					
I consider this brand as my first choice in the next few years.					
I get good value for my money.					
I intend to buy other product of this brand.					
I consider as my first choice in this category.					
I say positive things about this brand to other people.					
I recommend this brand to someone who seeks my advice.					

15. Please note your suggestions for maintaining long term **Brand Loyalty**?

1.1 INTRODUCTION

In today's highly competitive environment, organizations maximize their brand loyalty by executing new ways in their management strategies. In order to lead a successful firm, the firm needs to attract the consumer towards their brand. For this, the firm offers quality products or trials or incentives to the consumer in order to get an advantage in the competition. Those firms who possess a high rate of brand-loyal consumers will have a competitive advantage over other firms. These brand loyal consumers create more demand and increase mass production thereby reducing the overall marketing cost of the firm.

In the present scenario, cosmetic has become a common and popular category among the consumers as it identifies them with a more relaxed lifestyle, greater versatility, and comfort. This has prompted manufacturers such as Maybelline, L'Oreal, Lakme, etc. to increase their business in the country. In marketing context, consumer's commitment to repurchase the brand through repeated purchasing of a product or service is termed as brand loyalty. This indicates that the repurchase decision of the consumers very much depends on brand trust and quality performance of the product or service.

The **American Marketing Association** defined brand loyalty as: **“The situation in which a consumer generally buys the same manufacturer originated product or service repeatedly over time rather than buying from multiple suppliers within the category.”**

Brand loyalty also depends on the extent of the constancy of consumers to a particular brand, expressed through their repeated purchases and regardless of the marketing pressure generated by the competing brands. When consumers become committed to a brand, they make repeated purchases over time. Brand loyalty is an outcome of consumer behaviour and is affected by a person's preferences. Loyal consumers will frequently purchase products and services from their preferred brands, irrespective of benefit or price. Companies will often use different marketing strategies to cultivate loyal customers, be it through loyalty programmes or trials and incentives (example couponing, rebate and free gifts).

In the liberalized era, the consumers were provided with a variety of choices to choose from. The prolific growth of branded products contributes to the increase in the demand of consumers. A brand refers to the association of desires and pleasures besides the

personality of the buyer with it, which in turn decides his or her preference for a particular brand. The concept of branding had been existing for a long period of time and with the passage of time, it had changed and grown over the years and will speculate in the coming years. The introduction of radio, internet and television not only gives the brand marketers a new way to create demand but also helps in interacting and enriching brand experience. This project “**An analytical study on the brand loyalty among consumers of cosmetic products**” was conducted to know the brand loyalty of consumers towards their various cosmetic brands.

1.2 STATEMENT OF THE PROBLEM

In today’s scenario, consumers were more enlightened about the brand. For being a successful firm, the firm must attain loyal consumers. Branding a product was the most important factor, which provides a concrete description about the brand to customers as well as competitors. Brand loyalty is an important factor in creating brand image for a product. As consumers usually had a wide range of choices of cosmetic brands, which were available in the same market segment and so a company must attain loyal consumers. Loyal consumers will consistently make repeated purchase and leads to sustainable competitive advantage. Once a consumer is hooked, brand loyalty tends to result in higher sales volume irrespective of the change in price of the product.

As a result, this project was conducted to analyse the brand loyalty among consumers of cosmetic products”.

1.3 SIGNIFICANCE OF THE STUDY

Today’s consumers are more conscious about their personal appearance and at the same time they were directed towards the brand of product that they use. Market provides vast variety of choices to consumers in accordance to their taste and preference. Study on consumer’s brand loyalty in cosmetics was essential to identify how today’s consumers were loyal to a brand, how it was influenced by their purchasing pattern and to identify what factors prompt them to select a particular brand. Hence it was significant to conduct a study on the topic, “An analytical study on the brand loyalty among consumers of cosmetic products” with special reference to Ernakulam.

1.4 SCOPE OF THE STUDY

The scope of the study was aimed at studying brand loyalty and its constructs, in purchasing cosmetic products of each brand. The study was limited to measuring the brand loyalty of consumers in purchasing cosmetic Products. This research was conducted in Ernakulam district by taking a sample size of 400 respondents.

1.5 OBJECTIVES OF THE STUDY

1. To analyze the brand loyalty among consumers of cosmetic products.
2. To examine the degree of brand commitment among consumers with respect to cosmetic products.
3. To examine the degree of brand trust among consumers with respect to the cosmetic products.
4. To examine the degree of perceived value among consumers with respect to the cosmetic products.

1.6 RESEARCH METHODOLOGY

- **Type of research**

Data was collected from primary sources as well as secondary sources for the study.

- **Data collection**

Primary data were collected using a well-structured questionnaire, from the users of cosmetic products. The first part of the questionnaire deals with the respondent's information, whereas the second part deals with brand loyalty in purchasing cosmetic products by the respondents. Secondary data was collected from articles, journals and other published sources.

- Sampling method – Convenience sampling method was used for collecting data

- **Sample size**

Data was collected from 400 respondents by distributing structured questionnaire. However, the final sample used for the study was 300, since 100 respondents were not regular users of cosmetic products.

- **Tools for collection**

Structured questionnaire was used as a tool for collecting data.

- **Tools used for data analysis**

Statistical tools like percentage method and arithmetic mean were used for data analysis.

- **Tools used for data presentation**

Tables, charts and diagrams were used for presentation

1.7 LIMITATIONS OF THE STUDY

There were a number of factors acting as limitations in connection with the study. Some of such limitations undergone in our study were as follows:

1. Convenience sampling method was used to collect data from 400 respondents.
2. The biased and prejudiced minds of respondents could have an adverse impact on the reliability of the results.

1.8 SCHEME OF CHAPTERISATION

- **CHAPTER 1- INTRODUCTION:** This chapter provides a basic understanding of the project. It involves introduction, scope, significance, objectives, research methodology, and limitations etc. of the study.
- **CHAPTER 2- REVIEW OF LITERATURE:** This chapter deals with the details of past studies done by various persons/researchers relating to the topic of study of the project.
- **CHAPTER 3- THEORITICAL FRAMEWORK:** This chapter provides the definitions of the term related to the topic and a detailed description of the topic of study.

- **CHAPTER 4- DATA ANALYSIS AND INTERPRETATION:** The analysis of the data collected for the study and the interpretation of the results obtained are included in the study. Percentage method and arithmetic mean is used for analysis and diagrams and charts are used for presentation.
- **CHAPTER 5- FINDINGS, CONCLUSION AND SUGGESTIONS:** This chapter deals with the findings and conclusions derived from the study. It also includes the suggestions given by the respondents.
- **BIBLIOGRAPHY:** It contains the journals, websites and magazines we referred and collected those information's as secondary data for doing this project work.
- **APPENDIX:** It consists of the questionnaire used for collecting the data regarding project survey from the respondents.

2.1 REVIEW OF LITERATURE

- **Anjali Sharma (2013)**, made an attempt to investigate the impact of brand loyalty on consumer buying behaviour for beauty products and aspects involved while purchasing cosmetic products. Majority of respondent's opinion that quality is the most important factor at the time of purchasing of the beauty products followed by brand and price. However, a small group of women feel packaging is the key factor for decision making. Researchers concluded that these factors are generally responsible for switching.
- **Hsiao Et Al (2015)** define brand commitment as a relationship that exists between a customer and brand from previous satisfactory interaction with a brand which enables the customer to use the brand regularly and thereby creating a valuable relation with the same.
- **Hamsa Salim Khraim (2011)** conducted studies to analyse how factors of brand loyalty affect consumers' preference on purchasing cosmetics. All the findings of the study reveal that there exists a positive relationship with brand loyalty namely name, image, price, quality etc.
- **Ostergaard and Kristensen (2011)** pointed out that perceived value can be measured by scales of image quality and loyalty for any brand. These two authors strongly believe that quality is the prominent factor that affects customer satisfaction strongly and perceived value of cosmetics depends on their quality.
- **Rosenbaum Elliot Et Al (2011)** through his findings states that strong and positive brand creation results in increased consumer preference for each brand. Furthermore loyal consumers are unwilling to switch a brand and also prefer to stick on some brands which they feel comfortable or satisfied with.
- **Levins (2009:1)** states that firms selling brands with a high rate of loyal consumers reduce the marketing costs of the firm. Brand loyal consumers reduce the marketing cost of the firm as the cost of attracting a new customer. This is supported by **Sanz (2009:2)** who claim that the cost of seeking new customers is about six times higher than the cost of retaining an old one.
- **Armstrong Et Al (2009)** makes clear that brand loyalty is the bond that an individual has to a brand based on their emotional factors and it seems to a

consumer's unwillingness to switch a brand and willingness to make repeated purchases of a brand.

- **Bauer, Stokburger-Sauer and Exler (2008:208)** add that brand loyalty is the degree to which the customer will purchase certain brands without considering the alternatives and that brand strength is positively related to economic success.
- **Kumar et al. (2006:19)** postulates that brand loyalty is indicated when the consumer deliberately chooses a brand from a set of alternative brands. The consumer does not go through a decision process to select a brand when he/she is brand loyal. Though there is a great deal of similarity/overlap between habit and loyalty, the repeat purchase made out of convenience can be classified under habit whereas a purchase made out of commitment is loyalty.
- **Kotler and Keller (2006)** defines brand loyalty as the extent of faith that every consumer keeps towards a specific brand and this faith arises from repeated purchase of such brand and some other factors which includes positive behaviour such as mouth advocacy irrespective of marketing pressure etc.
- **Elizabeth (2004)** states that it is expected brand loyalty may affect the product categories in the modern market and also states that brand names continue to reveal in history of consumer success.
- **Scott-Morton and Zettelmeyer (2004:164)** state that brand loyalty has been a major focus of strategic marketing planning and offers an important basis for developing a sustainable competitive advantage that can be realised through marketing efforts.
- **Quester and Lim (2003)** states that if a customer is more involved with a brand it will increase customer loyalty to such a brand which in turn is called brand loyalty.
- **Fulberg (2003)** As per the studies conducted by **Fulberg (2003)** shows that retail environment benefits are exploited brands and fully exploits the ability to communicate in all senses and it focuses only on sonic branding that in turn termed as a powerful tool in building brand loyalty.
- **Luarn and Lin (2003)** Studies described trust is a specific belief in integrity, and competency. Trust in a brand is willingness to believe in the brand at all costs because of existing hope promised by the brand in delivering positive outcomes for consumers. Trust of a brand has aspects guiding consumers in decision making to product buying.

- **Chaudari and H (2001)** ensure that companies often get trade leverage through brand loyalty and they are not required to advertise thereby resulting in high profitability.
- **Mittal and Kamakura (2001)** Studies conducted by **Mittal and Kamakura (2001)** reveal that consumer's purchasing power increases due to satisfaction with the brand and also reduces the tendency to return the product to the store.
- **Chaudhary and Holbrook (2001)** According to **Chaudhary and Holbrook (2001)** brand trust shows the willingness of every consumer, mostly the average consumer, to depend on the ability of the brand to perform functions as per consumer's needs and wants to satisfy them.
- **Lin Wu and Wang (2000)** define brand loyalty as the attitude of consumers to make repeated purchases of certain brands and their unwillingness to switch the brand. This arises from their past experience and also brand loyal consumers often prefer the same brand currently and in future.
- **Hofmeyr & Rice (2000)** Loyalty towards buying or using a specific brand of product is created when a brand becomes a consumer's preferred choice. Consumer brand loyalty is what makes brands worth millions or billions of shillings. Many top brands have been market leaders for years despite the fact that there undoubtedly have been many changes in both consumer attitude and competitive activity over a period of time. Consumers have valued these brands for what they are and what they represent sufficiently enough to stick with them and reject the overtures of competitors, creating a steady stream of revenue for the firm. Academic research in a variety of industry contexts has found that brands.
- **Keller, 1998** maintains that loyalty is a distinct concept that is often measured in a behavioural 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. Continual purchasing of a preferred brand may simply result because the brand is prominently stocked or frequently promoted. When consumers are confronted by a new or resurgent competitor providing compelling reasons to switch, their ties 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. If consumers purchase a brand repeatedly without attachment it is then

called behavioural loyalty. When a consumer purchases repeatedly and with attachment then the consumer is both behaviourally and attitudinally loyal.

- **Oliver** defines customer loyalty as a deeply held commitment to re-buy or re-patronise a preferred Product or service consistently in the future despite situational influences and marketing efforts having the potential to cause switching behaviour. Oliver (1999) proposed four categories of customer loyalty based on the assumption that the consumers first process information to form beliefs, use those beliefs as the basis for attitudes and then make behavioural decisions based on relative attitude strengths.
- **Jacoby and Chestnut (1978)** conceptually defined brand loyalty as a biased behavioural response expressed over time by some decision-making unit with respect to one or more brands out of a set of such brands, and is a function of psychological (decision-making evaluate) processes. Brand loyalty can be estimated in three forms such as behavioural, attitudinal or composite approach (Jacoby & Chestnut 1978).

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3.1 THEORETICAL FRAMEWORK

3.1.1 Brand

The **American Marketing Association (AMA)** defines a brand as “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 other sellers.”

Brand is a magical word that enables many consumers to buy a particular product or service when they come to know that various offers are provided by certain brands. Increased awareness regarding the significance of brand management, almost all the organisations take brand seriously, engage themselves in brand building activities and for the same they spend more. Nowadays whichever event we attend, any programme or any sport whatever may be, all these are directly or indirectly related to certain brand. Previous concepts of brand being used for recall purpose have changed and now it is being often considered as an integral asset. Once the brand is made emotional and attached with consumers and this creates a tendency among consumers to become loyal to certain brands and because their emotional attachment towards certain brands, they are unwilling to switch their brand, in this way marketers are successful and they only have to invest in retaining these loyal consumers. In today’s era of competition amongst brand to capture market share, defining business only on the basis of price or convenience may not give sustainable and long-lasting leadership.

Brand loyalty can lead to sustainable competitive advantage. Brand loyalty leads to a consumer preferring a particular brand under different combinations and circumstances out of which includes price, convenience etc. Loyal consumers will always choose products from their preferred brands. Thus, we determined to take our subject as brand loyalty. Before getting deep into the subject brand loyalty, it is advisable to explore the stages foregoing brand loyalty.

- a. **Brand awareness:** It is the awareness regarding any brand and also it is about how one comes to know the existence of a brand for the first time. There are number of ways through which a brand gets introduced to a person. The person may get access to certain brand through advertisements or hear it from a friend or come across from

a program. Most of the brands make efforts in making people aware of their brand through various promotional activities and moreover they are keen on spreading their awareness and existence among the potential consumers.

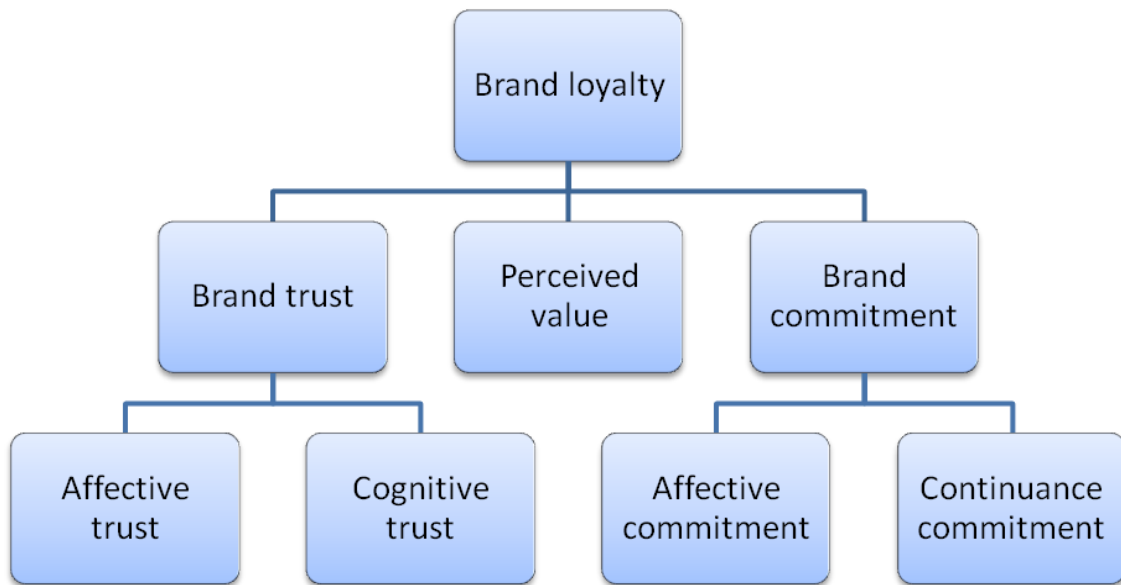
- b. **Brand interest:** It is the kind of feeling that arises positively towards a brand. This happens as an effect of being repeatedly voiced of any brands from your friends or someone you trust. Moreover, brand interest arises or mostly depends on the individual consumer and credibility of the person who speaks about it. Suppose if a person hears continuously about the good performance of a brand from another person who is closely related with the product and the same way that is reliable, the person may be straight away interested to the brand.
- c. **Brand usage:** If interest increases within the consumer, he tries to use the brand. Type of a product is an important factor because this brand usage depends on what type of product the consumer is intending to buy. Brand usage is the first and foremost step through which a direct relationship with a brand and consumer arises. But at the same time intensity and degree of such relationship depends on several factors such as customer view about the product and post purchase evaluation of the brand.
- d. **Brand experience:** It is the overall feeling that gathers in the mind of people through repeated use of the product for a certain period of time. It is very subjective in nature, because most of the consumers may evaluate brand on the basis of repeated purchase and also after a single usage. Everything depends on the mindset of the consumer and also the surrounding factors happening around the consumer influences his or her brand experience on the consumers. For example, when a person tries any cosmetic products from Lakme for the first time and coincidentally, he/she gets any offer or incentive on that day, he/she will consider that product as lucky and perceive that the brand has given her a good experience. That's why this term is described to be very subjective.
- e. **Brand attachment:** It is developed when the brand gets connected with the consumer positively. There are various reasons through which this attachment develops. It commonly depends how the person is being influenced by the brand. For example, if a brand has been introduced to any person by any family member who has been a regular customer of such brand, the person may also have a kind of attachment to the same. Brand attachment is a positive concept and it provides

advantageous effects on the brand. Brand attachment stand as one of the strongest idea which can strengthen one's brand loyalty and also can substantiate their feelings towards the brand and also this creates a sense of anxiety among consumers when their brand is replaced by any alternative one. In a nutshell brand attachment involves both cognitive and emotional connect to a brand.

- f. **Brand attitude:** It is something that relates to brand attachment but not completely. It simply shows the perception and view of a customer towards a brand. Since it differs from brand attachment in many ways, in that way firstly it lacks the emotional connection that brand attachment possesses. And because of this factor, there is only less motivational power in case of brand attitude. Attitude is about the quality of any brand and on its basis consumer evaluates a brand or product by its performance. Usually long time is needed for brand attachment and brand attitude requires only less time period. Also attitude of brand is always negative whereas brand attachment is always positive and advantageous. Attitude is developed by perception alone but it is supported by conviction to make the perception correct.
- g. **Brand trust:** It is the strongest belief that every customer keeps towards a brand. Positive attitude is the prominent factor that strengthens brand trust. This creates an advantageous effect on the brand that consumers will be able to choose a particular brand exploring its features but just learning the brands name. It often develops good experience too. For example, if a person buys any cosmetic product from Maybelline and find it more reliable to use, he/she will always consider this brand as his/her first choice in case of any other product. This is a very significant procedure of a consumer to become a brand loyalist.
- h. **Brand affect:** It can be defined as the ability of a brand to create a positive emotional connection among consumers to the brand after its use. For example, a customer visiting a particular showroom repeatedly make purchases due to the reason that the staff in the showroom creates a personal contact and connection with the consumer and the consumer feels that the mall is designed as per his taste and preferences. He may possess a kind of strong feeling of affection and this enables him to suggest the showroom personnel to procure the required cosmetic products according to his taste and preferences.

- i. Finally comes to the **brand loyalty**. It is considered as a ladder where one leads to the other. Brand loyalty comes at the top of this ladder as brand loyalty is the aspect which helps in bringing higher sales volumes, premium pricing ability, and retaining the existing consumer rather than seeking new consumers.

3.1.2 Brand loyalty



In a marketing scenario brand loyalty comprises of consumers' willingness to make repeated purchase of the brand and brand loyalty can be depicted or demonstrated through repeated buying of a product or service or through word of mouth. Brand loyalty is the consumers' readiness to assort their desires in the interest of the brand, at least on occasion.

Rather than buying from multiple suppliers, consumers generally buys the same manufacturer originated products repeatedly over time. Situational constraints are also the reasons for repeated purchase of brands such as lack of viable constraints or out of convenience. Such loyalty is referred to as spurious loyalty. True brand loyalty exists only when the consumers possess high relative attitude with the brand which is then exhibited through repurchase behaviour.

According to **Aaker (1997)** brand loyalty can be divided into different levels:

- i. **Switcher:** It is defined as basic loyalty as the consumer often makes a brand shift and tends to be a consumer with lack of loyalty. Such consumers are characterised by brand product purchasing.

- ii. Habitual buyer:** It means a customer who makes purchase based on habit due to level of loyalty measured is an element of satisfaction with the product brand.
- iii. Satisfied buyer:** He is the one who is satisfied with the switching costs providing substantial benefits to compensate.
- iv. Likes the brand** is interpreted as those who loves a brand because of emotional touch. A brand is associated as a symbol, impression of high quality and range of experience that is perceived personally or by any relatives.

3.1.3 Factors that affect brand loyalty

There is no question that the product itself has to be competitive, priced right and deliver higher- ranking value. Various factors can make the variance in, a much sought after, loyal consumer. Here are the factors affecting brand loyalty:

- **Convenience:** In cases of purchase of consumer product many loyal consumer stray, because the store from where they regularly purchase the product run out of it or doesn't carry it anymore. Therefore, in such situations even though they prefer the brand, as there is other brands in-stock they would not chase the product down as it is inconvenient for them to do so.
- **Expectations:** The product must continue in the market up to expectations of customers in every way. And it also must continue to provide its product on brand promise and remain pertinent, but its price, value, and availability must continue to be dependable.
- **Customer Service:** Brand loyalty is also affected by the way in which a company stands behind its products and serve valuable service to customers. A good warranty and swift resolution must be maintained to satisfy the customers.
- **Personal Relationships:** The way customers are treated by third parties, such as salespersons, store clerks, or company representatives can make or break customer brand loyalty.
- **Rewards:** Customers want some consideration for continuing with the same brand, especially when they have other options. Offering savings, bonuses, and other forms of incentives specially captures their attention to specific brand.
- **Reputation:** How a product's brand plays in the media, both commercial and social, can influence long-term relationships. Company's financial, labour and sourcing

practices are subject to the scrutiny of an increasingly transparent world where consumers realize that they vote with their purchases.

- **Public Relation:** The purpose of public relations is communication intended to earn public understanding and acceptance by stressing the practises, policies, and procedures of the organisation. It builds good relationship among consumers and society.

3.1.4 Advantages of Brand Loyalty

There are several benefits of brand loyalty, which works in favour of both the companies and customers. Some of them are:

- Brand loyalty gives an edge over the competitors by a higher brand recall.
- Creates positive brand value and helps to build productive marketing.
- Customers are also willing to pay a premium above the normal price for their brand.
- Saves costs on customer retention and helps get new customers on board.
- It gives the consumer a reason to buy a particular brand compared to other brand.
- More products under the same brand get favoured with loyal customers.

3.1.5 Disadvantages of Brand Loyalty

Despite being a positive factor, there are certain drawbacks of brand loyalty which are as follows:

- Sometimes companies become overconfident and start developing inadequate products or services, which impacts them later.
- Too much brand loyalty amongst consumers makes them blind with regard to superior products at a cheaper price which are present in the market.
- Companies with strong brand loyalty amongst consumers often escape legal proceeding for scandals.

3.1.6 Constructs of Brand Loyalty

I. Brand Trust

Trust in a brand is the willingness to believe in the brand at all costs because of existing hope promised by the brand on product. Trust involves the

consumers' beliefs relating to the product, brand, service, salespeople. Long-lasting trust in a brand results in profitable relationship with customers and considerably receives the attention of market for years. According to Social psychologist trust is a belief that is certain to an agreement and the person with whom one is undertaking the same.

Definition

According to the psychology literature, most of the researchers distinguish trust into two forms mainly they are cognitive trust and affective trust.

- **Cognitive trust:**

Lewis and Weigert defines cognitive trust as "good rational reasons why the object of trust merits trust".

According to **Riegelsberger, Sasse, McCarthy (2005)** described cognitive trust as evaluating the reliability, competence, and predictability of the trusted object and reflects the economic understanding of trust as rational choice.

- **Affective trust:**

According to **Riegelsberger, Wiedenbeck (2005)** affective trust is the emotion-driven form of trust that is based on instant affective reactions, attractiveness, and benefits.

Often trust-based behaviour results from a mix of affective and cognitive trust.

II. Commitment

According to **Kim (2007)** brand commitment occurs when consumers promise or bind themselves to acquire the brand.

The nature of commitment, according to **Fullerton (2005)** is that it is an attitudinal construct representing customer feelings about the act of maintaining a relationship with a commercial partner. Most of the researchers distinguish brand commitment into two forms namely, affective and continuance commitment.

- **Affective Commitment**

According to **Amine (1998)**, affective commitment give back the magnitude to which a consumer wants to maintain a relationship with a brand based on their psychological attachment to the brand.

- **Continuance commitment**

Continuance commitment, also known as cost-induced commitment, calculative commitment, economic commitment and this differs from affective commitment in several ways. While affective commitment is based on the consumers' emotions, continuance commitment is more rational component, where the cost involved in maintaining relationship with the brand, and also lack of other alternatives often creates a rationale for the consumer to be committed to the brand.

III. Perceived value

The essential strategy for a firm to gain competitive advantage and long-term success is by delivering superior customer value. In addition to this, customers make purchasing decision based on the degree to which their needs and expectations about the product quality, service quality, and/or price are satisfied and along with perceived value. The company develop a value proposition with an understanding of the company's mission, goals, and strategies and of its consumer's needs and expectations for delivering superior value to its consumer. This action helps the company to attract new consumer, and retain the existing consumer, and deliver significant profits. For instance, if the company maximize its value for its consumer, then success follows. Therefore, it is essential for a firm to maintain customer perceived value.

Definition

Duchessi (2004) defined perceived value as "The degree to which customers' needs and expectations about the product quality, service quality, and/or price are satisfied". The lack of accordance related to the definition and conceptualization of perceived value among the scholars have specified that perceived value can be narrated as the complex construct (**Lapierre, 2000**). In spite of the fact that the majority of the researchers agreed that perceived value should be considered as a multi-

dimensional construct. **Sanchez-Fernandez and Iniesta Boniilo (2007)** concluded that the critics among the researchers have contended that multidimensional construct are conceptually ambiguous, the dimensions explained are less variance and the relationships between the dimensions and other construct somehow are confound.

4.1 DATA ANALYSIS AND INTERPRETATION

Introduction

Research regarding Brand Loyalty among Consumers of Cosmetic Products was very important, as the respondents were aware about the brands available in market and their choice between each brand points out their loyalty towards each brand. Their preference and choice were dynamic and vary frequently however this research measured how long respondents are loyal to their favourite brand. The survey was conducted on “AN ANALYTICAL STUDY ON THE BRAND LOYALTY AMONG CONSUMERS OF COSMETICS PRODUCTS” surveyed 400 respondents, out of which 300 were the users of the cosmetic products. Hence the users were only considered for the detailed study. A structured questionnaire was prepared for the purpose of survey and data was obtained from respondents. The research gave valuable information about Brand Loyalty. All the analysis and interpretation are discussed below; each of this was done as per the data obtained from respondents.

TABLE NO: 4.1

DEMOGRAPHIC PROFILE OF RESPONDENTS		
Gender	Frequency	Percent
Male	139	46
Female	161	54
Total	300	100
Age	Frequency	Percent
Below 20	69	23
20-30	206	69
30-40	15	5
Above 40	10	3
Total	300	100
Income	Frequency	Percent
Below 10000	115	38
10000-20000	52	17
20000-40000	36	12
40000 and above	97	33
Total	300	100
Educational qualification	Frequency	Percent
Secondary	63	21
Diploma	35	12
Under graduate degree	169	56
Post graduate	30	10
Others	3	1
Total	300	100
Occupation	Frequency	Percent
Agriculture	2	1
Business	21	7
Government employee	7	2
Homemaker	12	4
Self-employee	45	15
Student	213	71
Total	300	100

SOURCE: PRIMARY DATA

INTERPRETATION

The following are the interpretation on demographic profile of respondents, which is shown in the above table 4.1, which includes gender, age, income, educational qualification and occupation.

Gender: The demographic profile of respondents on the basis of gender classification in which the sample had been divided into male and female category. In the survey 46% of respondents were male whereas 54 % of the respondents were female category. From this it was clearly pointed out that females were more inclined towards cosmetic product as compared to the male category. We had also seen that both male and female category used cosmetic products even though cosmetics were not part of bare minimum need.

Age: The demographic profile of respondents on the basis of age group shows that 23% of the respondents were under the age 20 years, 69 % of the respondents were of the age group 20-30, 5% of the respondents were from the age group 30-40 and the rest 3% of respondents were above 40 years of age. A major part of the respondents comes under the age group 20 - 30 years this represented the youth, which forms 69% of the sample. This shows that cosmetics had become a common and popular category among the youth as it identifies them with a more relaxed lifestyle, greater versatility, and comfort.

Income : The demographic profile of respondents on the basis of average monthly Income shows that 38% of the respondents had an average monthly income below 10000, 17% of respondents average monthly earnings were between 10000 - 20000, 12% of them had an average monthly salary between 20000 - 40000 , and the rest 8% earned an average monthly income above 40000.

Educational qualification: The demographic profile of respondents on the basis of educational qualification shows that 21% of respondents were belonging to Secondary level of education, 12% had done Diploma, 56% of them had done under graduate degree, 10% of respondents belong to Post graduated degree and the rest 1% belongs to other category of education. Which shows that majority of respondents under our study belongs to under graduate degree level of educational qualification.

Occupation: The demographic profile of respondents on the basis of Occupation shows that 1% of respondents were from agricultural field, 7% were from business field, 2% were government employees, and 4% were from homemaker category, 15% were from self-employee category, 71% were from student category. This shows that the students were the one who frequently purchased cosmetic products.

TABLE NO: 4.2

TABLE SHOWING RESPONDENTS USING COSMETIC PRODUCTS

CHOICES	NO OF RESPONDENTS	PERCENTAGE
Yes	300	75
No	100	25
Total	400	100

SOURCE: PRIMARY DATA

INTERPRETATION

As per the above table 4.2, the data was collected from 400 respondents by distributing structured questionnaire. However, the final sample used for the study was 300, since 100 respondents were not users of cosmetic products. Among 400 respondents, 300 respondents used cosmetics in some way or other. So, our sample size was the 300 people who used cosmetics.

TABLE NO: 4.3

TABLE SHOWING REGULARITY IN USING COSMETIC PRODUCTS

CHOICES	NO OF RESPONDENTS	PERCENTAGE
Regular purchasing	180	60
Occasional purchasing	120	40
Total	300	100

SOURCE: PRIMARY DATA

INTERPRETATION

As shown in table 4.3, the population that used cosmetics was taken into consideration. Among 400 respondents, 300 respondents used the cosmetics in some way or other. So, our sample size of 300 was the people who used cosmetics. In this, 60% of 300 respondents regularly purchased cosmetics products and the remaining 40% of the respondents used cosmetics product but does not regularly purchased cosmetic product. Though cosmetics were not the part of bare minimum need, but still it has got a huge population which used cosmetics product.

TABLE NO: 4.4

TABLE SHOWING THE BRAND USED BY THE RESPONDENTS

BRAND	NO OF RESPONDENTS	PERCENTAGE
Maybelline	48	16
L'Oreal	36	12
Lakme	75	25
Lotus	18	6
Lotus	18	6
Himalaya	96	32
Elle 18	27	9
Total	300	100

SOURCE: PRIMARY DATA

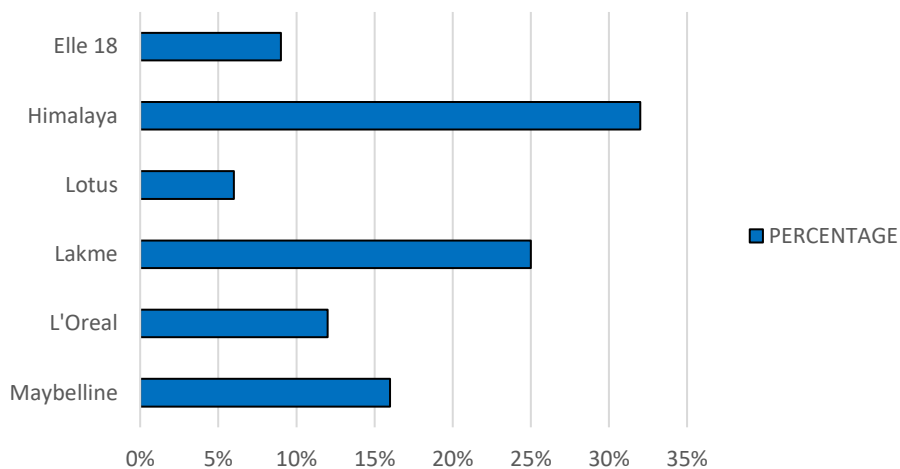


FIG 4.4 FIGURE SHOWING THE BRAND USED BY THE RESPONDENTS

INTERPRETATION

As shown in table 4.4 and figure 4.4, now people were asked for the brand they normally used in the category of cosmetics. The above table shows that 16% of the respondents used the brand, 'maybelline', 12% of the respondents uses the brand, 'L'Oreal', 25% of the respondents uses the brand, 'lakme', 6% of the respondents uses the brand, 'lotus', 32% of the respondents uses the brand, 'Himalaya', and the rested 9% of the

respondents uses the brand, 'elle 18'. Maximum number says that they were using 'Himalaya', so the maximum brand used as cosmetics in our surveyed was 'Himalaya'. It was followed by 'lakme' products. This shows that most of the respondents were loyal to the brand, 'Himalaya' and the less used brand by respondents in our surveyed was 'lotus'. This table shows that the consumers were aware of each and every brand available in the market.

TABLE NO: 4.5**TABLE SHOWING REASON FOR SELECTING A PARTICULAR BRAND**

Questions	Total	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
I consider myself loyal to this brand	300	33%	39%	23%	3%	3%	100%
I feel this is the only brand of product that I need.	300	35%	38%	21%	4%	2%	100%
This is the one brand that I would prefer to buy and use.	300	35%	36%	22%	7%	1%	100%
I buy this brand whenever I can.	300	41%	33%	21%	4%	2%	100%
I buy as much of this brand as I can.	300	31%	35%	27%	5%	2%	100%

SOURCE: PRIMARY DATA

INTERPRETATION

As shown in above table 4.5, the response of 300 respondents on the statements (reason) for selecting a particular brand. According to studied large volume of respondents were agreed and strongly agreed to the statements, which forms 36% and 35% of the total sample collected from 300 respondents respectively. Which shows a sum of 71% of total sample were agreed to these statements, and there was only a 1% difference between agreed and strongly agreed respondents. Out of total sample only just 2% of respondents were strongly disagreed to this statement. This question was related with the brand they selected, most of the respondents prefer 'Himalaya' and 'lakme', which shows that the respondents were loyal to their brand, and they were stating that it was the only product they need, and they were also ready to bought and used the product whenever they need.

TABLE NO: 4.6

TABLE SHOWING MEAN ANALYSIS ON REASONS FOR SELECTING A PARTICULAR BRAND

Question No.8b	Mean	Rank
I consider myself loyal to this brand.	3.96	Preferred
I feel this is the only brand of product that I need.	4.00	Highly preferred
This is the one brand that I would prefer to buy and use.	3.96	Preferred
I buy this brand whenever I can.	4.06	Highly preferred
I buy as much of this brand as I can.	3.89	Preferred
Overall	3.97	Preferred

1-1.75: not preferred
1.75-2.5: less preferred
2.5-3.25: neutral
3.25-4: preferred
Above 4: highly preferred

SOURCE: PRIMARY DATA

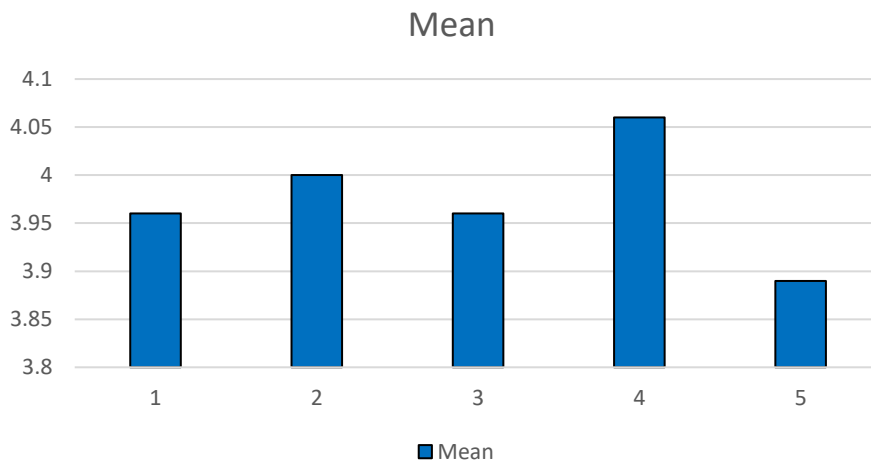


FIG 4.6 FIGURE SHOWING MEAN ANALYSIS ON REASONS FOR SELECTING A PARTICULAR BRAND

MEAN INTERPRETATION

Table 4.6 and figure 4.6 show that, it would be interesting to analyze various brands at the same time that each consumer tastes and preferences regarding the brand they choose. The questions were conducted at differences in the response pattern. 3.96 percent of mean rate shows that, most of the respondents were more conscious about brands. This may be due to the past experience they were having with those brands. That means more or less of the respondents were more conscious about the brands they used. May be, this was due to the past experience they were having with those brands or else it was because of the choices and features offered by their favorite ones. In the second statement, most of the respondents had agreed that, they prefer products of this brand in any case. Coming to the next two points, an increased rate of respondents were those who were willing to prefer and use the same brand they mentioned earlier and also their willingness to choose the same brand at any case were cleared from the mean rate of 3.96 and 4.06 respectively. In a nutshell, the overall mean rate at 3.97 helps us to arrive at the findings that brand is crucial in every business irrespective of products offered. Most of the consumers considered branded products as inferior when one compared to local products. In case of cosmetics, they will be highly sensitive that branded products were safe via other ones. From the table, a clearer picture regarding consumer's attitude towards branded products could be identified.

TABLE NO: 4.7

TABLE SHOWING FACTORS THAT INFLUENCE WHILE CHOOSING A COSMETIC BRAND

FACTORS	NO OF RESPONDENTS	PERCENTAGE
Advertisement	96	32
Work place	18	6
Family	54	18
Friends	102	34
Social media	30	10
Total	300	100

SOURCE: PRIMARY DATA

Factors influencing while choosing cosmetic product

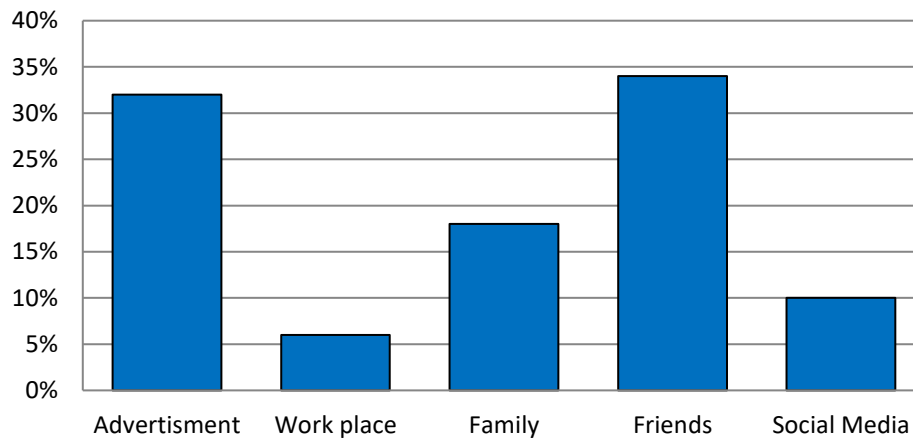


FIG 4.7 FIGURE SHOWING FACTORS THAT INFLUENCE WHILE CHOOSING A COSMETIC BRAND

INTERPRETATION

As per the table 4.7 and figure 4.7, it shows the response of 300 respondents on the factor influencing while choosing their cosmetic brand. According to the survey most of the respondents were influenced by advertisement and friends, which form 34% and 32% of the total sample respectively. And 6% of respondents were influenced by work place, 18% of the respondents were influenced by family, and the rested 10% of the respondents were influenced by social media while choosing cosmetic products. From the survey conducted advertisement was a highly influencing factor as it was a visual communication of mass

media. For consumers advertisements were not what consumers need, however an advertisement was a greater way for the consumer to find out about the product and its brand, and the service that they need. If ads were attractive, then customers pay more focus on that and thereby creates a feeling towards the product. Advertisement is a paid form of communication and it also covers t a wide range within short period of time and the friends were also influenced to the respondents. Friends were greatly influence through sharing their past experience. And the friendship was bond by providing one with moral support, and it was a direct form of communication.

TABLE NO: 4.8

TABLE SHOWING FREQUENCY OF SHOPPING RESPONDENTS FAVOURITE BRAND

CHOICES	FREQUENCY	PERCENTAGE
Once a month	198	66
Twice a month	57	19
Three times a month	24	8
More than three times a month	21	7
Total	300	100

SOURCE: PRIMARY DATA

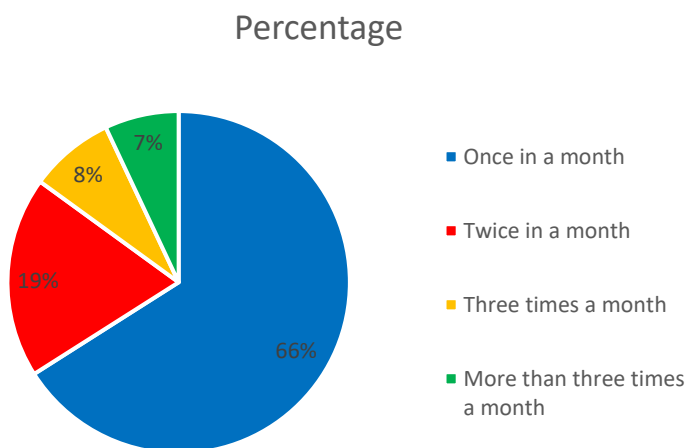


FIG 4.8 FIGURE SHOWING FREQUENCY OF SHOPPING RESPONDENTS FAVOURITE BRAND

INTERPRETATION

The table 4.8 and figure 4.8 shows that 66% of the respondents shop cosmetic products once in a month, 19% of the respondents shop cosmetic products twice a month, 8% of the respondents shop cosmetic products three times a month and the rest 7% of the respondents shop cosmetic products more than three times a month. From this table we could easily say that every respondent's purchase cosmetic products at least once a month and there were respondents who purchase cosmetic products twice or more than thrice a month. This

shows that cosmetics consumption had increased to this level as many people want to stay young and gorgeous.

TABLE NO: 4.9**BRAND TRUST**

Questions	Total	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total
Brand reputation influences brand trust?	300	37%	37%	19%	4%	3%	100%
Does brand publicity influences brand trust?	300	26%	42%	24%	5%	2%	100%
Brand competence influence brand trust?	300	21%	40%	29%	7%	3%	100%
Peer influences brand trust?	300	21%	39%	29%	7%	4%	100%
Switching cost influences brand trust?	300	21%	37%	31%	8%	3%	100%

SOURCE: PRIMARY DATA

INTERPRETATION

From the table 4.9, the sample collected from 300 respondents on brand trust, which was one of the constructs of brand loyalty, shows the response of respondents on brand trust, here the large volume of respondents agreed to the statements, which forms 39% of the total sample. And out of the total sample only 3% of respondents were strongly disagreed to the statements on brand trust. The agreed responses of 39% from the survey conducted shows that brand reputation, publicity, competency, fear, switching cost influences the brand trust of the respondent.

TABLE NO: 4.10

TABLE SHOWING MEAN ANALYSIS ON BRAND TRUST

Question no: 11	Mean	Rank
Brand reputation influences brand trust?	4.01	Highly preferred
Does brand publicity influences brand trust?	3.84	Preferred
Brand competence influence brand trust?	3.70	Preferred
Peer influences brand trust?	3.67	Preferred
Switching cost influences brand trust?	3.66	Preferred
Overall : Brand Trust	3.78	Preferred

1-1.75: not preferred
1.75-2.5: less preferred
2.5-3.25: neutral
3.25-4: preferred
Above 4: highly preferred

SOURCE: PRIMARY DATA

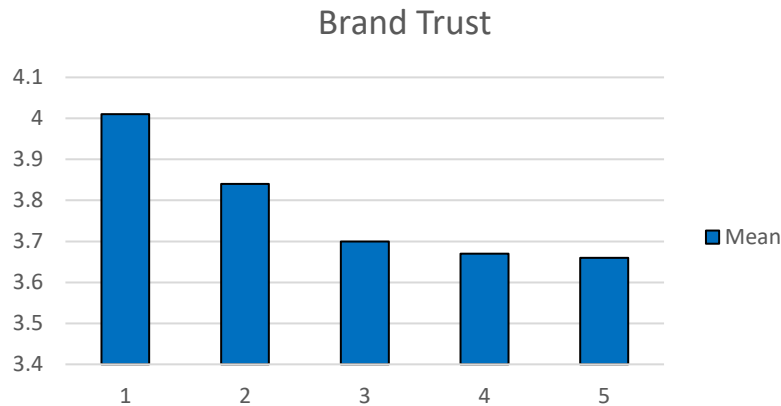


FIG 4.10 FIGURE SHOWING MEAN ANALYSIS ON BRAND TRUST

MEAN INTERPRETATION

The table 4.10 and figure 4.10 consists of various questions framed on the basis of brand trust. Today’s consumers had more options than ever when it came to choosing among a huge mix of hundreds of brands and thousands of products and service. In such a fiercely competitive environment, brand trust had become an important competitive differentiator. Hence, we know that brand reputation was a common factor that influences consumer’s choice. In the first question we tried to know how brand reputation affects consumers brand trust and it shows an increased rate of those who agrees to the statement. Yet another

factor that commonly influences consumers was publicity. Most of the brands get an access to consumers through publicity. This becomes crucial in the case of cosmetics too. Mean being 3.84, respondents out of the total responses agree that publicity was also one of the factors that affect their trust towards a brand. In the newly market scenario, competition among various brands were increasing day-by-day. In such a market scenario the increased number of responses agreed to the above statement. Among these another two important aspects of brand trust were peer influence and switching cost in which the mean rate of responses obtained ranges in between 3.67 and 3.66 respectively and brand trust had an overall mean of 3.78.

TABLE NO: 4.11**PERCEIVED VALUE**

Question no: 12	Total	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Does attractive packing affect perceived value of cosmetic brand?	300	33%	39%	23%	3%	3%	100%
Do you think standard quality affect the perceived value of brand loyalty?	300	35%	38%	21%	4%	2%	100%
Does consistency in quality of the product affect perceived value?	300	35%	36%	22%	7%	1%	100%
Does consistency in quality of the product affect perceived value?	300	41%	33%	21%	4%	2%	100%
Does brand competence of product influence the Perceived value?	300	31%	35%	27%	5%	2%	100%

SOURCE: PRIMARY DATA

INTERPRETATION

The table 4.11 shows the response of 300 respondents on one of the constructs of brand loyalty that was perceived value. On the basis of the study on perceived value (questions above) most of the respondents were agreed and strongly agreed to the statements, which forms 36% and 35% of the total sample respectively. This shows that a sum of 71% of the total sample was agreed to the statements. Out of the total sample from respondents just 2% were strongly disagreed to this statement on perceived value. This shows that a high trend of agreement to the statements. Mainly this table shows consumers perceived value on cosmetics based on their past experience and all findings shows that perceived value had a positive connection to consumer's choice. It was clearly understood from the above table

as it shows an increased percentage of respondents those who agreed to perceived value. Increased percentage of responses directly or indirectly shows perceived value had the strongest influence on consumer's choice compared to other factors. The increased responses were based primarily on perceived value of brands rather than their tangible features. Moreover, these findings helps us to conclude that, for every brand irrespective of features offered by them, perceived value was crucial in order to create brand image among consumers.

TABLE NO: 4.12

TABLE SHOWING MEAN ANALYSIS ON PERCEIVED VALUE

Question no.12	Mean	Rank
Does attractive packing affect perceived value of cosmetic brand?	3.96	Preferred
Do you think standard quality affect the perceived value of brand loyalty?	4.00	Highly preferred
Does consistency in quality of the product affect perceived value?	3.96	Preferred
Does past usage experience affect the Perceived value?	4.06	Highly preferred
Does brand competence of product influence the Perceived value?	3.89	Preferred
Overall: Perceived value	3.97	Preferred

1-1.75: not preferred
 1.75-2.5: less preferred
 2.5-3.25: neutral
 3.25-4: preferred
 Above 4: highly preferred

SOURCE: PRIMARY DATA

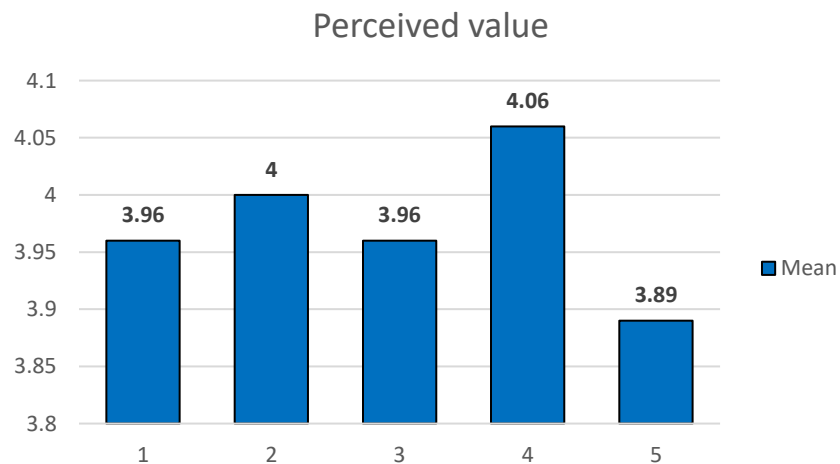


FIG 4.12 FIGURE SHOWING MEAN ANALYSIS ON PERCEIVED VALUE

MEAN INTERPRETATION

In the table 4.12 and figure 4.12, questions were framed on perceived value which helps in consumers overall assessment of a product/service based on perception of what was received (benefits) and what was given. In the current dynamic marketplace, perceived value had become one of the most vital drivers. Attractive packing was a common factor that affects or attracts consumers towards a product. But at the same time, it was not at all important to some category of people. From the details we collected through our survey, it could be seen that, an average percentage of respondents were agreed with the statement and some among them disagrees with the statement. Apart from packing, most commonly, people pay their attention on the quality of the products of each brand offered in the market. Standard quality was the crucial factor that determines the range of every product and usually there was a belief that branded products were rich in quality. This enables a mean rate of 4.00 percent of respondents agreed to the questions we framed. Consistency in quality, past usage experience and brand competence was other common factors which determine a brands existence as well as brands survival. The responses regarding these statements were comparatively high and it depicts that perceived value was crucial for any brand.

TABLE NO: 4.13**BRAND COMMITMENT**

Question no: 13	Total	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
I usually tell my friend that the brand I use is a great brand to buy.	300	29%	40%	24%	6%	2%	100%
I am proud to tell others that I use this brand.	300	27%	38%	26%	5%	3%	100%
I am extremely glad that I choose this brand over other I was considering.	300	22%	40%	31%	5%	2%	100%
I really care about this brand.	300	20%	39%	31%	8%	3%	100%
For me this is the best of the entire possible brand I used.	300	22%	36%	31%	7%	4%	100%

SOURCE: PRIMARY DATA

INTERPRETATION

The table 4.13 shows the response of 300 respondents on brand commitment. On the basis of the study on commitment (questions above) most of the respondents were agreed to the statement, which forms 39% of the sample. Out of 300 respondents only 3% strongly disagreed to these statements on commitment. A high rate of respondents agreed that trend was the result of the study. We know that brand commitment is an important concept in the marketing scenario, commitment to certain brands enables consumers to make regular purchase of such brands. Another important aspect of commitment was attachment to brand which was often considered as an emotional factor where the consumers felt the necessity to purchase the brand. Increased consumer responses regarding brand commitment were due to their emotional attachment they were having to the brand through their past experience with the brand.

TABLE NO: 4.14

TABLE SHOWING MEAN ANALYSIS ON BRAND COMMITMENT

Question no.13	Mean	Rank
I usually tell my friend that the brand I use is a great brand to buy.	3.89	Preferred
I am proud to tell others that I use this brand.	3.81	Preferred
I am extremely glad that I choose this brand over other I was considering.	3.76	Preferred
I really care about this brand.	3.66	Preferred
For me this is the best of the entire possible brand I used.	3.66	Preferred
Overall: Commitment	3.76	Preferred

1-1.75: not preferred
 1.75-2.5: less preferred
 2.5-3.25: neutral
 3.25-4: preferred
 Above 4: highly preferred

SOURCE: PRIMARY DATA

Commitment

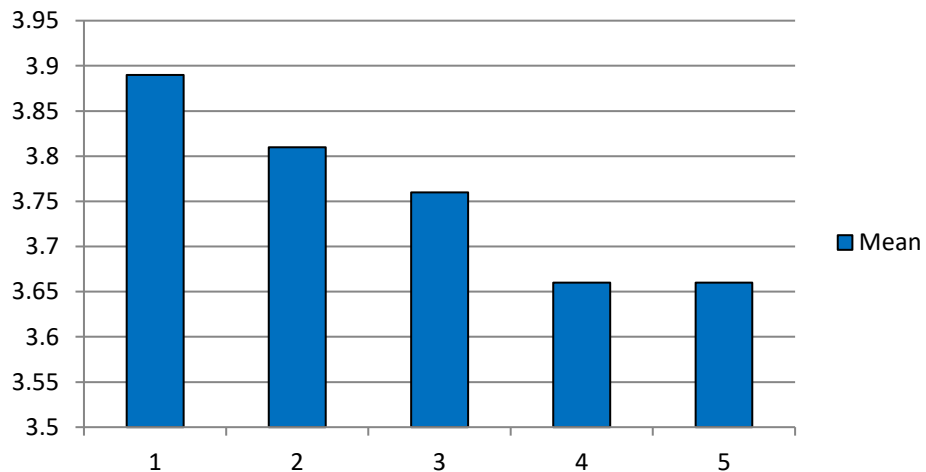


FIG 4.14 FIGURE SHOWING MEAN ANALYSIS ON BRAND COMMITMENT

MEAN INTERPRETATION

The table 4.14 and figures 4.14 shows the mean interpretation of brand commitment which was a comprehensive and flexible tool that very simply measures the psychological links between customers / users and brand, product or service. Commitment to certain brands enables consumers to recommend it for others too. This helps various brands to increase their publicity through consumers. Various services, attractive features offered by various branded products were common factors that create brand commitment among consumers. In our research we tried to know whether these consumers were willing to speak about the brand they prefer, whether they were able to buy this once again, whether they thought that this was the best option they preferred and so on. Responses regarding our above questions show an increased mean rate of 3.76. From this, we arrived at a point that brand commitment was a kind of tool that every brand uses to attract customers and thereby increasing market share. For cosmetic products most of the consumers make themselves committed to certain brands which they felt safer as well as healthy.

TABLE NO: 4.15**BRAND LOYALTY**

Question no: 14	Total	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
I intend to buy this brand in the near future.	300	28%	40%	26%	6%	0%	100%
The next time I need a product, I will buy the same product.	300	21%	43%	28%	7%	1%	100%
I am willing to pay a price premium over competing products to be able to purchase the brand again.	300	18%	27%	39%	12%	3%	100%
I will continue to be a loyal customer to this brand.	300	19%	36%	36%	7%	2%	100%
I intend to recommend this brand to other people.	300	22%	37%	29%	9%	2%	100%
I would only consider purchasing this brand again, if it would be substantially cheaper.	300	18%	35%	33%	12%	2%	100%
I consider this brand as my first choice in the next few years.	300	20%	37%	35%	8%	1%	100%
I get good value for my money.	300	20%	42%	29%	7%	3%	100%

I intend to buy other product of this brand.	300	21%	41%	30%	7%	2%	100%
I consider as my first choice in this category.	300	19%	40%	30%	8%	2%	100%
I say positive things about this brand to other people.	300	21%	41%	28%	8%	2%	100%
I recommend this brand to someone who seeks my advice.	300	24%	39%	28%	6%	3%	100%

SOURCE: PRIMARY DATA

INTERPRETATION

The table 4.15 shows the response of 300 respondents on brand loyalty. On the basis of study relating to 12- statements on brand loyalty (questions above) the most of respondents agreed to these statements and this forms 38% of the sample, which shows that the brand loyalty were relevant to them. And only 2% of respondents were strongly disagreed to these statements. Since brand loyalty is the centre of attention for many researchers for decades. In case of cosmetic products, loyalty plays crucial role and this was made cleared from the above responses. It was important to study brand loyalty as it plays a significant role in brand extensions as well as brand equity. Brand loyalty will often increase market share. From our findings we made cleared that all brand loyalty influences consumers and thereby increases market share for the brand at large.

TABLE NO: 4.16

TABLE SHOWING MEAN ANALYSIS ON BRAND LOYALTY

Question no: 14	Mean	Rank
I intend to buy this brand in the near future.	3.89	Preferred
The next time i need that product, I will buy the same product.	3.76	Preferred
I am willing to pay a price premium over competing products to be able to purchase the brand again.	3.44	Preferred
I will continue to be loyal customer to this brand.	3.62	Preferred
I intend to recommend this brand to other people.	3.68	Preferred
I would only consider purchasing this brand again, if it would be substantially cheaper.	3.55	Preferred
I consider this brand as my first choice in the next few years.	3.67	Preferred
I get good value for my money.	3.68	Preferred
I intend to buy other product of this brand.	3.71	Preferred
I consider as my first choice in this category.	3.67	Preferred
I say positive things about this brand to other people.	3.71	Preferred
I recommend this brand to someone who seeks my advice.	3.75	Preferred
Overall: Brand Loyalty	3.68	Preferred

1-1.75: not preferred
1.75-2.5: less preferred
2.5-3.25: neutral
3.25-4: preferred
Above 4: highly preferred

SOURCE: PRIMARY DATA

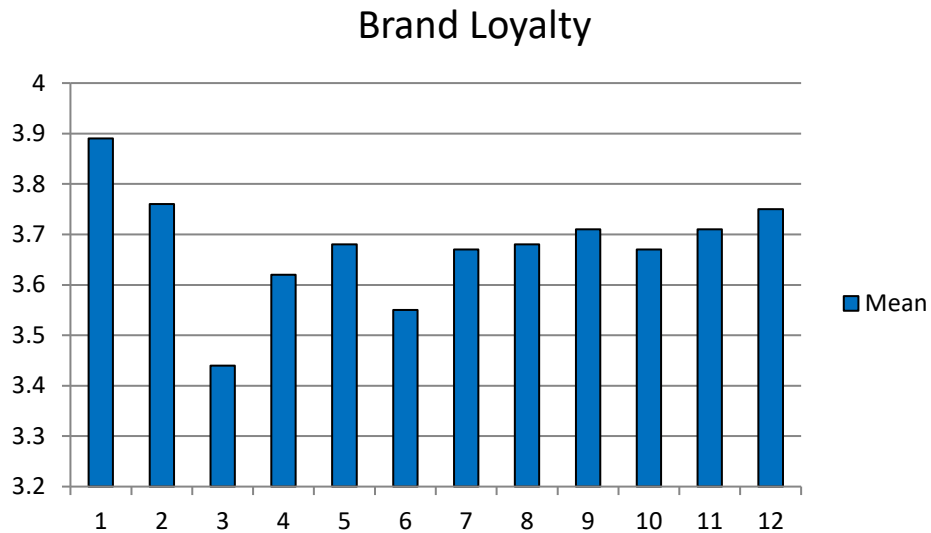


FIG 4.16 FIGURE SHOWING MEAN ANALYSIS ON BRAND LOYALTY

MEAN INTERPRETATION

In the table 4.16 and figure 4.16, the questions that drove the study were: which among the above factors would have the major effect on loyalty measurements? Nowadays the concept of loyalty tends to be considered as a complex multidimensional phenomenon. In such a situation we tried to know that whether brand loyalty had any effect on consumer’s choice regarding branded cosmetic products. From the survey conducted, most among the respondents were willing to buy the same brand in the nearly future. An increased rate of respondents agrees to the statement that, they will continue to choose the same brand again and again. When someone feels any brand as their comfortable one, they will be able bought the same at any cost. Therefore, price premium was not at all a crucial factor but at the same time some among them feels that price was a common factor that determines the quality of some brands. In case of cosmetic products 3.76 percent of respondents agreed that price premium had effects on brands. Brand loyalty enables the regular consumers of brands to recommend the same brand to someone else, considered the preferred brand as their first choice.

Our next question was based on the price factor, some of the consumers feel that cheaper price products were not at all good and some among them were able to purchase the same only at cheaper price. Here we get more responses from various people that they were able to purchase the same brand again only when the products were at cheaper prices. From all the questions framed on the basis of brand trusted, 3.68 out of the total respondents were agreed with brand loyalty. This shows that for any products whether cosmetics or any other one’s brand loyalty was crucial and it creates brand image among the consumers.

TABLE 4.17 TABLE SHOWING CONCLUSIONS ON ANALYSIS AND INTERPRETATION

CONSTRUCTS	OVERALL MEAN VALUE
Brand Trust	3.78
Perceived Value	3.97
Brand Commitment	3.76

SOURCE: PRIMARY DATA

Constructs of Brand Loyalty

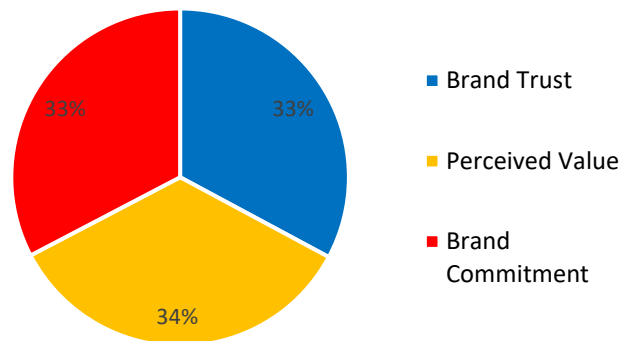


FIG 4.17 FIGURE SHOWING CONCLUSION ON ANALYSIS AND INTERPRETATION

INTERPRETATION

The above table 4.17 and figure 4.17 shows that, the mean of the constructs of brand loyalty which includes brand trust, perceived value, and brand commitment. It is clear from the graph that perceived value had the highest mean of 3.97, which shows that perceived value is crucial and an important construct of brand loyalty. Perceived value is the only reason why people will ever purchase a product or service. The above diagram also shows that the constructs: brand trust and brand commitment were also an important construct which had a mean of 3.78 and 3.76 respectively. The study shows that building a strong perceived value in the minds of the people will be the foundation for brand loyalty. Hence, we can conclude that perceived value on brand loyalty was the highest and it is crucial in order to create brand image among the consumers.

The research was a study on the brand loyalty of consumers in purchasing cosmetic products. Based on the analysis it can be concluded that brand of a product has significant impact on purchasing pattern of consumers, which creates brand loyalty. This study can be helpful for producers, marketers and advertisers to know how far a person is loyal to a brand, and how far brand loyalty and its constructs (trust, perceived value, and commitment) are influenced by the consumer's. They can determine which element has more impact on brand loyalty and which has comparatively less impact. This research can make significant contribution to literature. The present study analyses the brand loyalty among consumers in purchasing cosmetic products in Ernakulam District. The findings of the study, suggestions and conclusion and scope for future research are presented in this chapter.

5.1 FINDINGS OF THE STUDY

The social economic characteristics of 300 respondents who are the buyers and users of cosmetic products revealed the following findings:

1. 54% of the respondents are from female category and the rest 46% of the respondents are from male category.
2. 69% of the respondents are in the age group 21-30 years and only 3% of the respondents are in the age group above 40.
3. 38% of the respondents have an average monthly salary which is below 10000 and 12 % of the respondents has an average monthly salary between 20000 and 40000.
4. 56% of the respondents have completed under graduation and 1% from others.
5. Among the total respondents, 71% of the respondents are students and only 1% of the respondents are from the agricultural sector.
6. From the total respondents 60% of them are regularly purchasing cosmetic products and the rest of the respondents are purchasing occasionally.
7. The mostly used brand by the respondents in our survey is 'Himalaya' and the less used brand by the respondents is 'Lotus'.
8. From the study we conclude that the respondents consider the brand the used as best and from the mean interpretation, we can see that the overall mean rate of 3.97

helps us to arrive at the finding that brand is crucial in every business irrespective of products offered.

9. To analyse the role played by different persons in the selection of cosmetic products, most of the respondents chooses friends as their first priority as they influence them the most.
10. The frequency of shopping cosmetics product help us to arrive at the finding that cosmetics consumption has increased as they give them a sense of pride, self-image and confidence.
11. The result of the study reveals that the brand repetition, publicity, competence, peer and switching cost influence brand trust among consumers with respect to cosmetic products.
12. The result of the study helps us to conclude that, for every brand irrespective of the features offered by them, perceived value is crucial to create brand image among the consumers with respect to cosmetic products.
13. The study helps us to conclude that brand commitment is due to the consumer's emotional attachment they are having to the brand through their past experience with the brand, with respect to the cosmetic products.

5.2 Suggestions

On the basis of survey conducted (questionnaire) following were the suggestions given by the respondents: mainly it was needed to maintain long term brand loyalty by providing good quality products. Majority of the respondents had an opinion that quality was the first and foremost important for maintaining brand loyalty among consumers. Yet another one suggestion was that using advertisements helps the consumers to know which brand of the product not to, instead go for people's suggestions and ask their real experience by using the product. This was because in most of the cases the quality offered through an ad and the real quality of the product has not to match up. So, the quality offered should be genuine. Good customer service and consistency in quality were the most important factor essentially needed for maintaining long term brand equity and quantity along with affordable price and innovative ads creates a positive influence on brand trust and loyalty.

However, the brand that provides a platform for the consumers to engage in understanding their relationship with the brand, making suggestions, reviews and sharing their experience helps in increasing the loyalty of consumers towards their brand. And this also helps in retaining the old customers through various services offered by it and attracts the new one this process was always used as an efficient tool by every firm to compete with other brands. As the competition was high, these brands must maintain quality and quantity with the fair value it maintains its loyal customers for long- term. Whatever the competition levelled be, there must be no compromised with the product quality and quantity. The last one was that attractive advertisement, quality, offers, innovative ideas, was an important factor which helps any brand to maintain its brand loyalty in the market. The above mentioned were some of the suggestions we arrived at, maintaining all these suggestions makes a brand distinguishable from others and also create a better brand image as well as brand loyalty among consumers.

5.3 Conclusion

The aim of the project was to conduct an analytical study on brand loyalty among consumers of cosmetic products. The findings of this study provide relevant evidence regarding brand loyalty and various concepts of brand loyalty such as brand trust, brand commitment as well as perceived value, etc. whereas other factors such as brand design, promotions etc. are find insufficient in influencing brand loyalty. It was concluded that the results and findings of the present study are consistent with those various other studies conducted by various authors defining brand loyalty and related concepts where we find that several factors are having a positive influence on brand loyalty and these factors include brand loyalty, brand trust, equity and perceived value. One of the most influential determinants of brand loyalty is brand image and there are evidences that prove this statement. Through this project we tried our best to arrive a conclusion regarding how brand influences consumers in case of cosmetic products. In the emerging business scenario, brand stands as the most valuable and efficient asset that every business can possess. In such a situation marketers are forced to face a lot of challenges regarding several factors such as, how to differentiate values for consumers, essential brands etc...But at the same time it is found that brand is one of the prominent

factors that enable each consumer to make regular purchase of the same product. From our study we find that most of the consumers focus on the trust that each brand keeps than the quality offered by them.

For any products especially in case of cosmetic products consumers are always bothered about its quality rather than price. Based on data presented in the analysis, brand is more essential in case of cosmetic products hence consumers believe more on branded ones than local products. Several firms had been presenting products in a consumer durable market. Hence the consumers have greater options to choose from many. Thus these firms are often required to build strong brand equity in order to compete others. Understanding consumer behaviour stands an efficient tool for every firm in formulating strategies for attracting consumers especially in case of cosmetic products because the newly generation is more conscious about cosmetics. It is hoped that this research will help to gain knowledge on concepts such as brand loyalty, brand equity, commitment, perceived value etc.

We have also tried to explain that why consumers are more attracted towards branded products and their tastes and preferences regarding the same. Hence we conclude that brand loyalty has significant effect and previous study on brand loyalty is applicable within image building. One of the drawback we found that consumers trust most on branded products irrespective of their quality, since this may be taken by some firms for misleading the regular consumers. In a nutshell, for concluding this we arrive at a conclusion that brand loyalty is more prominent in attracting consumers and also there are some related concepts that positively influences brand loyalty, all these constitute a better consumer relationship, customer satisfaction and at the same time it also increases market share for firms too.