An Assessment Into The Factors Influencing Brand Loyalty While Purchasing Cosmetics In India

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Abstract — Women also choose products according to their skin type, complexion, problems in their skin etc. products are also designed as per the skin problems like blackheads, large pores, black patches etc. there are 1000’s of the shades of one colour specially made for every colour shades a person could even think of. For a company dealing with cosmetic products it is very important for the producer to attract the women customers regularly because women are their target customers so there is the need of brand identity of every company in the minds of the customers. In order to fulfil the objective the data was collected from 421 women who were purchasing cosmetics with the help of well drafted questionnaire, brand identity, brand satisfaction and brand commitment the predictor of brand loyalty were assessed to their impact on purchase intention. The hypotheses drawn were all accepted except the impact of brand identity on the purchase intention.

Index Terms — Brand Identity, Brand Satisfaction, Brand Commitment

INTRODUCTION

India is a diversified country and there lie different types and kinds of women. Women has an inbuilt passion towards cosmetics from childhood and cosmetics industry around the world knows this very well(Shah & Goyal, 2008). Cosmetic industries of India take care of the need and want of each and every women segment. Cosmetic industry in India has size of $4.6 billion. From 1991, women are receiving beauty pageants and taking care of their skin and body so it is natural that in so many years cosmetic industry have to grow and diversify as per each and every women's need(Varawalla & Jain, 2011). Indian industry is the fastest growing industry in India as there is tremendous increase of 20% per annum(Singh, 2010). Cosmetics involves different types of product like tools for skin care, eye makeup, powder, eye liners, lipsticks etc. these cosmetics increase the beauty of the women and boosts their confidence(Shallu & Gupta, 2013)(Jayathilakan, Sultana, Radhakrishna, & Bawa, 2012). Indian industry of cosmetics has several famous industries like Lakme, Mac, Maybelline, Ponds, Himalaya, Lotus, Biotique etc and these industries are the real players of Indian Cosmetic industry(Suresh, Chitra, & Maran, 2016). Women also choose products according to their skin type, complexion, problems in their skin etc. products are also designed as per the skin problems like blackheads, large pores, black patches etc. there are 1000’s of the shades of one colour specially made for every colour shades a person could even think of. Indian women contribute 85% of the salons revenue(Bhangale, 1945). Analysis concludes that women’s interest is gradually shifting from chemical products to herbal products so that no harmful reactions could be noticed. Women’s interest is shifting from chemical products to herbal products as the products has direct contact with their skin for which women are highly concerned about. So for women, brand identity is like the product they like they never leaves it(Nam, Ekinci, & Whyatt, 2011). Brand identity could be defined as the logo, mark, symbol of the product that remains in the minds of the customers for a longer period of time and differentiates it from the other products(He, Li, & Harris, 2012). Like in case of beauty/cosmetic products Maybelline, Lakme, Mac and Biotique there is particularity identity mark like Biotiques’ products always have green cap that shows that they are herbal range similarly Lakme’s products have a logo with only ‘L’ in between etc. (Stokburger-Sauer, Ratneshwar, & Sen, 2012). Anything in a product that sets in the minds of the users is said to be the brand identity. Women while purchasing products will see the colour, logo, design, mark on their favourite product and then purchase it and that’s the main brand identity for a company(Albert & Merunka, 2013).

LITERATURE REVIEW

Indian cosmetic industry could be defined as industry with hair care, skin care, beauty products etc. women do and die for the cosmetic products that could define their personality and their age couldn’t be revealed. Cosmetics are designed as per skin types so that no harmful reactions could be noticed. Women’s interest is gradually shifting from chemical products to herbal products and reason is their long term beauty should not be harmed(Yamaguchi, 2018).

BRAND IDENTITY

Women usually stick to one product for years and doesn’t take risks with the cosmetic products as the products has direct contact with their skin for which women are highly concerned about. So for women, brand identity is like the product they like they never leaves it(Nam, Ekinci, & Whyatt, 2011). Brand identity could be defined as the logo, mark, symbol of the product that remains in the minds of the customers for a longer period of time and differentiates it from the other products(He, Li, & Harris, 2012). Like in case of beauty/cosmetic products Maybelline, Lakme, Mac and Biotique there is particularity identity mark like Biotiques’ products always have green cap that shows that they are herbal range similarly Lakme’s products have a logo with only ‘L’ in between etc. (Stokburger-Sauer, Ratneshwar, & Sen, 2012). Anything in a product that sets in the minds of the users is said to be the brand identity. Women while purchasing products will see the colour, logo, design, mark on their favourite product and then purchase it and that’s the main brand identity for a company(Albert & Merunka, 2013).

BRAND SATISFACTION

Brand satisfaction could be defined as the satisfaction derived from the purchase of the product that the customer is either willing to use or used earlier and satisfied the needs of the customer. Every consumer purchases a product when they drive the level of satisfaction from each product and fulfils the wants of the customer(Torres & Tribó, 2011). Women while purchasing the cosmetic products use the sample or shorter packaging of the product so that they could replace their existing product if the recent product could fulfil their

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demands (Selnes, 1993). It is quite difficult for a producer to fulfill the needs and demands of each and every customer but when it comes to women cosmetics there is such a huge industry that their loyal customers would shift from them to their competitors (Bloemer & Kasper, 1995). For a company dealing with cosmetic products it is very important for the producer to attract the women customers regularly because women are their target customers so there is the need of brand identity of every company in the minds of the customers (Johnson, 2015).

**BRAND COMMITMENT**

Brand commitment is the comprehensive tool that suggests the interest of the customer towards the product. It measures the negative as well as the positive impact of the product on the consumers (Tuškej, Golob, & Podnar, 2013). Here, customers/consumers are the women using cosmetic products so there is a lying threat on each producer to continuously fulfill the needs of the target audience of different types of women (Albert & Merunka, 2013). Women using the cosmetic products and getting satisfied with it will remain using the product until and unless their interest is taken away by other competitive products (Burmann & Zeplin, 2007). This model of brand commitment prevents the women from leaving the brand by fulfilling their wants, maximizing their potential, optimizes the market costs and does SWOT analysis of the brand perception in comparison with the other one (Albert, Merunka, & Valette-Florence, 2013).

**Purchase Intention**

Many studies have been conducted to prove the influence of brand loyalty on purchase intention (Janzaei & Rouhani, 2013; Mourad & Valette-Florence, 2017; Pandey & Srivastava, 2016; Salehzadeh & Pool, 2017). (Ehsan Malik et al., 2013) proved in their research that Brand Awareness and brand loyalty are the strong predictors of purchase intention. A study conducted in Pakistan clearly indicated that awareness strongly influences the purchase intention (Majid, Sabir, & Ashraf, 2015).

**Research Methodology**

In order to fulfil the objective the data was collected from 421 women who were purchasing cosmetics with the help of well drafted questionnaire. Brand identity, brand satisfaction and brand commitment the predictor of brand loyalty were assessed to their impact on purchase intention. Data was collected from a 421 respondents in the month of January 2018 till December 2018 from all the respondents who were buying cosmetics from a store. Out of the total 421 respondents 5.3% of the respondents were of the less 25 age group, 30.7% of the respondents were between 26-35 age group, 20.1% of the respondents were 36-45 age group, 24.8% of the respondents were of 46-55 age group and 19.1% of the respondents were 55 and above age group. The major portion of the respondents were graduated (38%) followed by 33% higher secondary 11.2% were post graduated and 4% were matriculates and 7.9% were uneducated. 22.1% of the total respondents were in private job, 21.8% were in government job, 30.7% respondents were going business, 11.2% were professionals and 14.2% of the respondents were dependents. The numbers in the income group rose with the increase in income.

**Data Analysis**

The model was found to be fit since the Chi-square was significant ($\chi^2/df = 567.49/265 = 2.14, P = 0.00$), and the fit indices of the model were found to be within their threshold values as such $GFI = 0.8$, $NFI = 0.88$, $TLI = 0.9$, $CFI = 0.92$ and RMSEA = 0.07 (Chen, Curran, Bollen, Kirby, & Paxton, 2008; Kelley & Lai, 2011; Kenny, Kaniskan, & McCoach, 2015; Rigdon, 1996).

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The hypotheses drawn were all accepted except the impact of brand identity on the purchase intention.

**Discussions**

The paper intends to assess whether brand identity, brand satisfaction and brand commitment the predictor of brand loyalty were assessed to their impact on purchase intention. It was found from the study that brand identity is not a predictor of purchase intention (Borzoeei, M., & Asgari, 2013; Borzoeei, Asgari, Teknologi, & Borzoeei, 2013; De La, Toldos-Romero, & Orozco-Gómez, 2015; de la Paz Toldos-Romero & Margarita Orozco-Gome, 2015; Wang & Yang, 2011). Though brand satisfaction and brand commitment are predictors of purchase intention further brand satisfaction has been the strongest predictor of purchase intention than brand commitment (Başer, Cintamur, & Arslan, 2016; James & Clay, 2006; Lanza, 2008; Rosenbaum, Massiah, & Jackson, 2006; Sohaib, Rahman, & Akram, 2016; Uğur Baser, Gokhan Cintamur, & Muge Arslan, 2015; Zboja & Voorhees, 2006b, 2006a).

**REFERENCES**


