

IMPACT OF BRAND LOYALTY ON BUYING BEHAVIOR OF WOMEN CONSUMERS FOR BEAUTY CARE PRODUCTS IN NEW MILLENNIUM

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Abstract

The idea of consumers adjusting their purchasing habits as a result of environmental change is not novel. Understanding consumer purchasing habits is crucial for every business. Consumers' actions contribute to the formation of brand loyalty. Preferences of consumers were inflated as a result. Consumers that are loyal to a particular brand will stick with that company whenever possible, regardless of the cost or convenience involved. Several dimensions of brand loyalty were selected for this analysis. The primary objective of this research is to analyse how brand loyalty influences the purchasing decisions of women consumers in the Varanasi area who are interested in purchasing cosmetics and personal care items. The purpose of this paper is to investigate the factors that influence women to purchase cosmetics and other beauty supplies. Research into this area has occurred because of the significant economic role that acquiring cosmetics has in women's lives. This survey looked at a different type of sampling strategy than the standard probability sampling does the convince sampling strategy. A quantitative method was used to collect the responses of the respondents. According to the results of this survey, quality and price are the two key factors that influence women's decisions to switch brands. When making a purchase decision for a cosmetic item, women mostly consider the brand's reputation.

Keywords: Brand Loyalty, Women Buying Behavior and Beauty Care Products.

Introduction

Loyalty to a brand is demonstrated by repeated purchases of that brand, whether the buyer is consciously aware of the decision to do so or not. Brand loyalty can be understood in a variety of ways. Brand loyalty, in this context, refers to a consumer's preference for one particular brand above others of a similar nature. Loyalty to a brand is the result of both attitudes and actions. In a given category, this brand is the one that consumers reach for first. In this case, "right time, right price" means that customers believe the brand provides them with an acceptable combination of product features, image, and quality.

The predisposed, behavioural response, exhibited over time, by the decision-making units, with respect to one or more alternative brand out of a group of such brands and a function of psychological process is a required prerequisite for brand loyalty.

The consumer may be loyal because they are satisfied with the brand, which is why they wish to prolong their relationship with the brand despite the high switching barriers connected to technological, fiscal, or psychological aspects that make it costly or difficult for the customer to move. Consumers place a high value on the characteristics of a given brand.

Brand Name: Consumers are more likely to remember stated benefits if they are familiar with the product's brand name. It's possible that customers have more faith in well-known brands. In order to stand out in the market, a unique brand voice is necessary.

Product Quality: The term "product quality" refers to the range of factors about a good or service that affects its suitability to meet explicit or implicit requirements. In other terms, "fitness for use" or "conformance to requirement" is the definitions of product quality.

Price: The average consumer places a high premium on low cost. People who are committed to a particular brand aren't easily swayed by price fluctuations because they are prepared to shell out top dollar for that brand.

Promotion: Promotion is a part of the marketing mix that allows for two-way engagement with customers. Advertising, sales promotions, personal selling, and publicity are all forms of promotion. Advertisements are a form of mass communication in which details about a product, brand, company, or store are presented in an objective and impersonal manner. It has a significant impact on consumers' mental representations of items and brands, as well as their subsequent attitudes and actions when making a purchasing decision.

2. Literature Review

In 1990, Aakar and Keller said that loyalty is directly linked with various factors and the main factor is user experience. Customer loyal due to higher switching barriers or may be loyal because they are satisfied with the brand.

Fornell in 1992. Kohli and Thakor in 1997 said that brand name involves the creation of an image or the development of a brand identify and is expensive and time consuming process but it is very important for attracting customer to purchase goods and influences repeat purchasing behavior.

In 2000, Cadogan and foster state price is most important concern for the average consumer preferred brand that why their purchasing intention is not affected by price. Consumer satisfaction can also be built by comparing price with cost and values. If value of product greater than cost then customer will purchase the product.

Yoon & Kim ,2000 said that Loyal customers will pay a premium even if the price has increased because the risk is very high ,they prefer to pay higher price for avoid the risk of any change.

In 2003, Keller said that Awareness of a brand delivers three benefits to the customer decision-making process: learning benefits, consideration benefits, and choice benefits. It was also discovered that customers rely more on brand recognition than brand reputation when selecting a brand from among similar-reputation products.

In 2011, Khraim states that product quality plays a very important role in influencing consumer to be brand loyal customers. Consumers preferred brand

name, product quality price, promotion, store environment and service quality are related factors attributable to brand loyalty. All these factors showed positive relationships with brand loyalty, exclude design.

3. Research Objectives

- To investigate the socio-economic status of women in Varanasi.
- To examine the elements that influence women's brand loyalty and buying behaviour.
- To investigate the brand-switching behaviour of women in the city of Varanasi.

4. Research Methodology

This research is primarily exploratory in nature. To better understand the factors that influence women's purchasing decisions when it comes to beauty care goods, a sample size of 100 women consumers was surveyed. Both primary and secondary sources were used to compile the data for this analysis. Questionnaires were the primary method of data collection. Housewives, sole proprietors, college students, and members of the service class were all part of the study's potential sample unit. The questions on the survey were mostly close ended questions mainly of multiple-choice. Information was gathered from secondary sources such as the internet, scholarly journals, and brand books.

5. Data Analysis & Interpretations

Influence of demographic characteristics on women's purchasing of beauty products

Table - 1

Age Group	Percentage	Occupation	Percentage	Expenditure Incur	Percentage
18-25	34	Self employees	10	Below 1000	48
26-30	27	Student	43	1000-2000	24

31-35	21	Housewife	29	2000-3000	20
Above 35	18	Service	18	Above 4000	8

Three-fourths of the responders are young adults. It was simpler to reach out to people between the ages of 26 and 30, making up 27% of the sample, and between the ages of 31 and 35, accounting for 21%. One-eighth of those who answered the survey were older than 35. Similarly, 43% are students, 29% are stay-at-home moms, 18% work in the service industry, and 10% are their own bosses. The table also shows that the majority of respondents spend less than 1,000 on beauty care items (48%), between 1,000 and 2,000 (24%), between 2,000 and 3,000 (20%), and more than 4,000 (8%). This table's primary analysis reveals that majorly brand loyalty is also affected by various demographic variables, like working females are more brand loyal and in some ways, females of age-group 18-30 are much more brand-conscious.

Aspects' influencing a woman's buying behavior

Table - 2

Particular	1	2	3	4	5
Special offer or promotion	11	24	38	23	4
Advice from in-store consultant	8	26	38	21	7
Price	3	12	25	22	38
Brand	1	2	11	29	56
Quality	3	4	5	15	74
Packaging	5	24	29	29	13

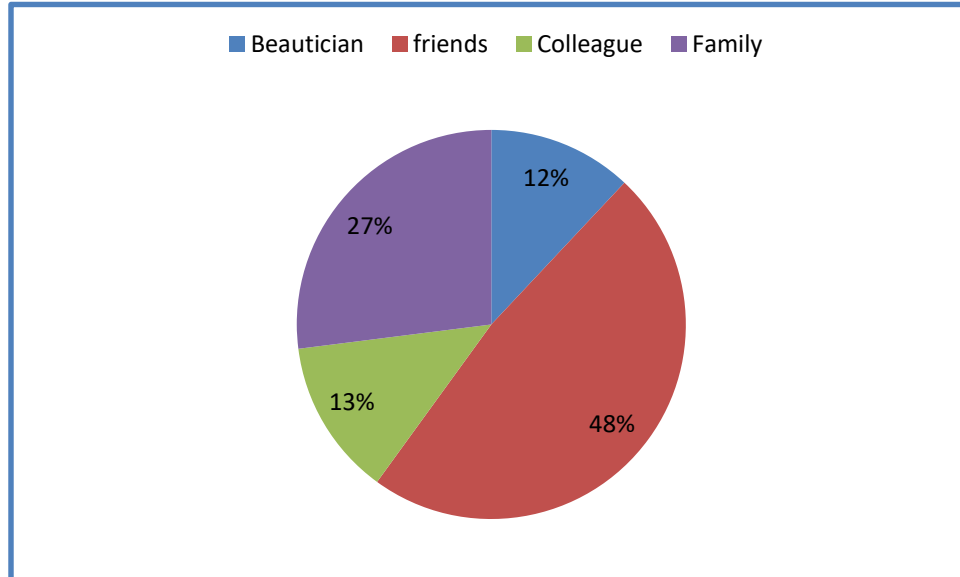
Most of the women who responded (about 74%) ranked quality (at 56%), brand (at 38%), and price (at 38%) as the three most important considerations when shopping for cosmetics. There is a significant percentage of women shoppers

(38%) who place a high value on in-store promotions, discounts, and expert advice from sales associates. While 29% of women say that the packaging of beauty items is a major factor in their purchase decisions. It follows that consumers are free to swap brands for these reasons alone.

Influencer's role in purchasing beauty care products

Table - 3

Particular	Percentage of respondent
Beautician	12
Friends	48
Colleagues	13
Family	27



48% of respondents said they learn about new beauty products by word of mouth from friends and family, 27% from family members, 12% from a beautician, and 13% from colleagues. When it comes to recommending a

brand, friends play an important role at the time of suggesting a particular brand.

Considerations that influence the selection of a certain brand

Table - 4

Particular	1	2	3	4	5
Brand image	3	8	43	30	16
Promotion	8	27	36	25	4
Advertisement	4	17	45	22	12
Brand ambassadors	21	35	29	12	3
Price	4	16	24	18	38

A huge percentage of people (45%) say that advertisements have an impact on them when choosing a brand, and that they consider this an important factor in their decision-making process. Another 43% of people say that consumers' perceptions of a brand's image are influential on their purchasing decisions, and 36% say that discounts play a role in their brand selection decisions.

6. Findings & Conclusion

- Brand loyalty can be predicted from women consumers who, when purchasing beauty care products, consider quality and brand.
- Brand Ambassadors purchase beauty care items with the least amount of scrutiny.
- Price and brand image are two of the most important factors influencing their preference for a particular brand.
- Quality, brand, and price are the primary factors that cause women to switch from one brand to another.
- Friends are the most influential reference group for women purchasing beauty goods.
- Price might serve as a motivator for women to develop brand loyalty.

- The quality of a beauty care product is the primary determinant of a woman's brand loyalty.

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